

The NATIONAL UNDERWRITER

Life Insurance Edition

TO THE EDITOR
OF THE NATIONAL UNDERWRITER
#428
824

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the **ABC REPORTS**



The NATIONAL UNDERWRITER

**An A. B. C.
Publication**

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OCT 24 1938

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FRIDAY, OCTOBER 21, 1938



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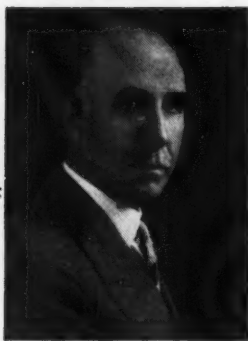
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A CONTEST OF OUR OWN

From October 17 through November 19 the men whose pictures are shown on these pages are engaged in a contest, the purpose of which is to obtain new subscriptions to the Salesmanship Section of the Diamond Life Bulletins. Our opinion is that this is the logical time for such a special sales effort. The life insurance business has begun to improve, we believe that it will continue to do so during the coming months, and most important of all, we believe that those who will make the best individual records in the production of life insurance will be those who have in their offices the material contained in the Diamond Life Bulletins.

The "D.L.B." as it is familiarly called by many life insurance men, is the standard, recognized salesmanship service. It is part of the regular equipment in hundreds of the best life offices throughout the country. It is a well organized, carefully edited encyclopedia containing one index and giving all of the essential information.

Our field men who will call at most of the life offices in the country during the coming months will have an interesting story to tell about the Diamond Life Bulletins service as it is constituted today. In their behalf and because of the importance of what they have to present, we bespeak for them an interview under favorable circumstances.

THE DIAMOND LIFE BULLETINS

420 EAST FOURTH STREET • CINCINNATI, OHIO



R. J. Chapman



W. M. Christensen



J. T. Curtin



W. J. Smyth



A. S. Cutler



E. H. Fredrikson



W. H. Cannon

Big Drive to Sell Present Settlement Options Is Starting

Announcements Set Dec. 1 As Deadline for Applica- tions and Examinations

NEW YORK—Ever since word got around that settlement options as well as policy loan rates were slated for modification Jan. 1, 1939, by New York admitted companies, the more alert agents and agencies have been making the most of them as a sales argument. The rank and file, however, are just now beginning to get in motion for the big drive that agents of all companies licensed in New York will be putting on from now until Dec. 1.

One thing that has caught some producers napping is that because the New York law prohibits the delivery of a policy after Jan. 1, 1939, if it charges more than 5 percent interest, it is necessary to set a considerably earlier deadline for applications and medical examinations. The first two companies to come out with definite announcements, the Mutual Life of New York and the Prudential, have both set Dec. 1 as the day by which applications and examinations must be completed if the present form of policy is to be delivered. It seems likely that this date will be the one generally used.

Deadline Is Necessary

Obviously some such deadline for applications and examinations must be set. Even the Dec. 1 date gives less than a month in which to have the policy underwritten and issued, delivered to the agent and placed by him. The situation will be further intensified by the rush of business that will be crowded in by agents selling policies on the advantages of the present modes of settlement.

A deadline later than Dec. 1 would not only rush matters unduly at the home offices but would increase the probability that the agent, because of the shortness of time, would fail to place the policy and that hence a greater number of policies would have to be returned as not taken or, in cases where it might be possible to salvage the business, issued on the new basis.

So far as is known, the companies affected by the change in the New York law reducing policy loan interest to not more than 5 percent will follow the same practice outside of New York as they do within the state, although the question has not come up before the New York department. Whatever the companies may think about the 5 percent interest rate, the disadvantages of trying to charge a 5 percent interest rate in New York and a different one outside appear to outweigh the possible benefits of a double standard in policy loan rates.

The New York department's principle
(CONTINUED ON LAST PAGE)

Advertising Expert Warns Against It for "Defense"

NEW YORK—No matter how much insurance "counselors" may disturb policyholders or what erroneous inferences the public may draw from federal or state insurance investigations, any type of defensive advertising campaign, whether by companies or by agents' associations, would do more harm than good according to Edgar Kobak, vice-president of Lord & Thomas, advertising agency. Mr. Kobak is widely recognized as an authority on sales and public relations problems and his opinions were sought by THE NATIONAL UNDERWRITER.

As a large policyholder with a substantial cash value built up, Mr. Kobak became concerned some months ago when he heard of the suggestions made at a regional meeting of the Million Dollar Round Table that life companies should spend \$10,000,000 in an institutional advertising campaign to answer the critics of life insurance. He felt that any such move would be a serious mistake even though it might result in a substantial share of business being offered to his agency. He was much relieved to find that the proposal was a long way from materializing.

Selling Is Advertising's Role

Advertising, institutional or otherwise, should be used solely to do a selling job, selling insurance and what is behind the companies in the way of protection, Mr. Kobak believes. It is unsound strategy and a waste of money to use it for defensive purposes, or in any way to attempt to hold an umbrella over the entire industry—the strong covering up the defects of the weak. First of all, a defensive campaign cannot help but advertise to the world that the business is under fire.

"The life insurance business is not 'on the spot' anywhere near so much as insurance men seem to think it is," said Mr. Kobak. "Why come out and defend this business when only a small percentage of the public knows about the criticisms? I didn't know the insurance business was 'on the spot' until an insurance agent told me so."

Easy to Twist Defense

Another reason cited for fighting shy of defensive advertising is that a clever critic would have no trouble at all in picking holes in the smartest defense that anybody could devise. By taking a single sentence out of the defensive statement's context and harping on it, a critic might be able to turn the defense into a boomerang against the companies. Then, too, failure to answer convincingly every point on which life companies have ever been criticised would certainly be pounced upon by detractors as admitting that the companies had no answer to these criticisms.

Mr. Kobak's suggestion is that the life insurance business quietly correct whatever needs correcting and then use advertising to tell the public about these improvements. He also suggested a survey by a research organization to determine what the public really thinks about life insurance and what features it would like to see changed. Since there are many research organizations, he sug-

gested that the first move would be to do a little research among these organizations to find out which one is best suited to handle the job.

As to possible improvements, he suggested that life insurance selling be placed on a more straightforward basis and that agents be more open about admitting that their real purpose in making an audit, survey, or study of a man's policies is to sell him some more insurance. Mr. Kobak also believes that a little pressure in selling life insurance is desirable if not done to an offensive extent.

"People hold back from buying life insurance and you are doing them a favor by putting on a little pressure in the right way, though not to the extent of getting people to buy what they can't afford," he said. "A lot more has to be done on educating the agents. Too few know what they have to sell and what it will mean to me, the buyer."

Likes Graph Methods

As an insurance buyer, Mr. Kobak likes the devices for telling the life insurance story in graph form, such as the Guardian Life of New York's "graph-estate" and the Mutual Benefit Life's "analograph." Business men, he said, while fully capable of understanding a detailed life insurance setup if they would study it, are usually so busy that they do not want to take the time and consequently keep putting off the job. The graphic method of presentation simplifies the whole thing.

(CONTINUED ON LAST PAGE)

Conservation Plan Is Before the Bureau

Donald G. Mix, manager of conservation of the State Mutual Life, has been made a member of the conservation committee of eight appointed by John Marshall Holcombe, Jr., manager of the Research Bureau.

The new committee will meet Nov. 1 at the Edgewater Beach Hotel, Chicago during the annual meeting of the Life Insurance Sales Research Bureau and the Life Agency Officers, and at that time select the conservation project which it will explore during the coming year. L. J. Doolin will be the Research Bureau representative on the committee, which will present its findings on the selected project at the 1939 annual meeting.

The last committee appointed for this purpose reported at the end of 1936 on its completed project, a study made under the direction of H. H. Steiner, secretary Connecticut Mutual, which developed the mechanics of the persistency rating chart now in wide use.

Mr. Mix will leave the home office in company with Stephen Ireland, vice-president and superintendent of agencies and director of the Research Bureau; and J. H. Eteson, assistant superintendent of agencies. Their attendance at the sessions will coincide with agency visits to its Chicago offices.

Women's Mortality According to Build Is Given Study

Rheumatic Heart Disease Is Discussed at Medical Directors Meeting

NEW YORK—Women who have permitted themselves to acquire excess weight will find little to comfort them in the revelations made before the annual meeting of the Association of Life Insurance Medical Directors.

L. I. Dublin, third vice-president and statistician of the Metropolitan Life, discussed the subject "Mortality of Women According to Build—Experience on Sub-Standard Issues" and his emphatic conclusion was:

"It is clear that overweight in women, as well as in men, is unfavorable to longevity, and this bad effect is pretty much in direct proportion to the degree of overweight."

The analysis of 121,248 policies on female lives excluded all those ratable or borderline because of medical history, occupation and other reasons, as well as those insured for small amounts.

"The general level of mortality among these women in our sub-standard experience is distinctly higher than in the standard," the statistician declared.

Mortality at Older Ages

H. H. Marks, also of the Metropolitan, joined with Dr. Dublin in the presentation of this study.

Continuing, the paper set forth: "Except at the younger ages at issue, the trend of mortality according to weight was definitely toward a progression from a low mortality among underweights to a high mortality among the obese. This trend was, for the most part, increasingly distinct as the period since issue of the policy lengthened. For women under age 30 at issue the underweights had a somewhat higher mortality than the overweight group as a whole, but even at these ages at issue, the tendency was in the same direction as at the older ages with increasing duration of insurance."

Effect of Height

This authority and his collaborator also reported on a survey of the separate height classes among women.

"Tall women," Dr. Dublin said, "except at ages under 30, had a lower mortality than those of medium or of short height. Their superiority to the other height groups did not extend to the obese, who, in all height groups had approximately the same mortality, nor to tall young underweights whose mortality was higher than that of other young risks."

An interesting phase of Dr. Dublin's study was his findings in regard to diseases most frequently resulting from obesity.

(CONTINUED ON PAGE 10)

Use of Life Insurance to Solve Tax Problems Is Well Explained

B. C. Millikin, Provident Mutual Life, at its convention gave a highly informative address on the use of life insurance to solve tax problems.

"Those we seek as clients are creating or have created or inherited an 'estate,' be it large or small," he said. "Each desires so to invest that estate that during his lifetime it will yield income for his enjoyment and after his death its values will not be unnecessarily dissipated, but will be found sufficient to accomplish the purposes dear to his heart. In proportion to the size of his estate such a man is confronted at every turn today by the problems of investment shrinkage and taxation. In life insurance contracts, properly adjusted, we underwriters have an instrument peculiarly effective for the sound solution of these problems. It is fair to say today that life insurance, rightly adjusted, offers the most effective provision not only against the economic hazards of death, disability and old age but also against those of shrinkage and of taxes.

Not a Means of Evasion

"We are not here to discuss life insurance as a means of tax evasion. Continued 'spending drives' and promises of 'redistribution of wealth' to multitudes of 'have nots' will develop increasing tax-hunger with resultant plugging of loopholes which now limit revenue. The very magnitude of the institution of life insurance, the enormous wealth it controls and the certainty of its guarantees attract attention and awaken hopes of large returns for pressure applied. To advertise the use of life insurance as a method of evading taxes or even as an unusually successful device for avoiding taxes is a sure way to invite the elimination of its favored position—a position of great value to our clients as owners of life insurance and to us as its distributors. Let us be long term realists—not self-seeking opportunists.

Ways Life Insurance Can Help

"We may properly discuss ways in which a wise use of life insurance will help the careful man of large or small estate solve his problem which is so to create, to invest, to conserve, and to distribute his estate that he will provide funds to pay the taxes which will be levied, without wrecking his plans, and will avoid excess taxes to which the careless man exposes himself and his loved ones.

"In a broad use of the term 'taxes' there are eight we may consider: (1) The costs of administering and settling an estate; (2) shrinkage in value of an estate due to unforeseeable market conditions at the moment of death; (3) federal estate taxes; (4) state inheritance taxes; (5) gift taxes; (6) personal property taxes; (7) income taxes; (8) shrinkage in income in old age through adverse investment conditions and management as well as through reduction in earning power.

Should Have Working Knowledge

"A life man should not attempt to usurp the field of the attorney or of the trust officer, but he should understand at least in outline what is involved in the settlement of an estate and how arrangements made in advance will insure simplicity and economy. Such knowledge will enable him to make wise suggestions which will commend themselves and him to his client and to his client's attorney, and will open to him the way to an understanding of the whole picture which in turn will directly affect both the amount and the arrangement of the life insurance placed.

"If we life underwriters will devote

the time and effort necessary to equip ourselves to give timely, wise and conservative counsel to our clients, we shall establish an enviable place in their esteem.

* * *

"1. **Costs of estate administration and settlement.** Life insurance provides under contract cash at the moment needed for all costs incident to the settlement of an estate, without draft upon the assets in the estate or on the resources of survivors. Requests by life insurance contract instead of by will under certain conditions avoid all estate costs and expense of administration. Sometimes they will also solve future family problems and avoid expensive litigation by entirely eliminating certain individuals or interests from dependence upon or participation in involved estate settlements. The only costs thus are the premiums on the life contracts which are spread over earning years, rather than lumped after death has frozen a living picture into an 'estate.'

* * *

"2. **Shrinkage Due to Market Conditions.** Taxes and settlement costs are first liens on an estate. Cash supplied by life insurance renders unnecessary liquidation of assets in the estate regardless of shrinkage due to market conditions. This 'tax' on an estate can be entirely avoided by proper forethought and adequate provision through life insurance which, since it is bought on the instalment plan, with total payments usually much smaller than its proceeds—prevents shrinkage and so actually reduces the net effect of taxes and settlement costs.

* * *

"3. **Federal Estate Taxes.** Those who are conserving or creating large estates usually keep capital at work. The extent to which this is true limits its immediate liquidity. Witness the record of substantial estates assembled in such a service as that of the Estate Recording Company. Picture the effect of the

necessity of securing as markets are at this moment, cash for taxes in an estate whose top brackets 30, 40, 50 percent or higher, in which are large holdings of real estate, mortgages, stock of close corporations or even high grade bonds and stocks. Adequate cash from life insurance contracts protects the heart of the estate. While the premium cost of adequate insurance looks large, we should not permit our client to overlook the fact that the cash values in legal reserve contracts build an investment hedge which, should the estate suffer radical depreciation during its owner's later years, might have disproportionate value if converted into annuity income.

"The inevitable trend in estate taxation is toward lowered exemptions and higher taxes in the lower brackets. This should be brought to the attention of the man of modest means, in view of the importance of the conservation of his estate to those dependent upon him. How life insurance for estate tax purposes should be arranged, whether payable to named beneficiaries as an offset or to the estate as taxable cash, to meet taxes and costs, opens a most interesting field of problems whose solution lies in an understanding of the particular situation.

* * *

"4. **State Inheritance Taxes.** What we have said regarding federal estate taxes applies here also, with certain additional observations: To the man or woman desiring to provide for collateral heirs or to make bequests to religious, charitable or educational institutions, life insurance contracts are particularly worthy of consideration. The Pennsylvania state inheritance tax on such testamentary bequests is 10 percent. Bequests made by life insurance contracts will, however, net 100 percent to the beneficiary without cost to the residuary legatee. Such contracts given during the life of the donor are, of course, no part of his estate.

"5. **Gift Tax.** Partly on the theory

that it is desirable to break up large estates as rapidly as possible, gift taxes are substantially lower than estate taxes. Even should success attend present efforts to unite the gift tax and the estate tax exemptions, a differential in rate will probably continue. In any event, an exemption per person will still be allowed annually. Now that gifts to trusts no longer enjoy any exemption, annuities, retirement annuities, life insurance with or without annuity feature, bought on the instalment or annual premium plan offer an ideal method for making gifts currently within gift exemption limits. The guaranteed maturity values of such contracts will be substantial and will hedge other investments and serve to conserve the income values of estates as they pass to future generations.

"A donor may use annuities to maintain his desired income level during his lifetime in order to release income-yielding capital for gifts through annuities or otherwise. The effect of such gifts on estate costs and taxes is obvious. He has removed capital from the top brackets of his estate, but there is another effect worthy of note in passing—namely—the satisfaction a donor takes in the completed transfer and in observing during his or her lifetime the enjoyment of the gift.

* * *

"6. **Personal Property Taxes.** Distribution of capital during life obviously carries with it reduction of personal property tax. It is well to note that if this distribution is made through deferred annuity or through life insurance contracts the tax burden is deferred to the maturity of the contracts.

* * *

"7. **Income Taxes.** Premiums on life insurance irrevocably for religious, charitable or educational institutions may be included in the 15 percent deductible on income tax returns. Gifts as suggested above, by reducing capital, reduce also income taxes and they come from the donor's top bracket. Furthermore, annuities he purchases to replace his net income enjoy a favorable position for him both as to income tax and personal property tax.

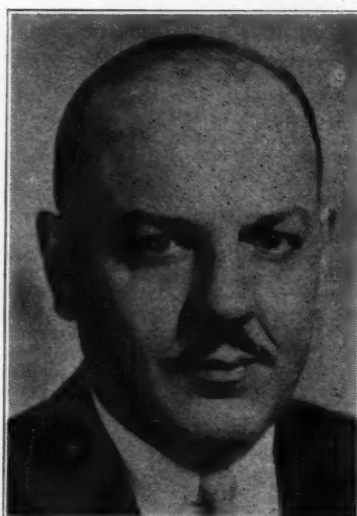
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"8. **Shrinkage in Income in Later Life** through adverse investment conditions and management as well as through reduction in earning power. Usually the cause is a combination of changing investment conditions and the cumulative effect of mistakes in or decline of investment judgment. Annuities, deferred income and other investment contracts, if wisely selected for the purposes we have enumerated, serve also as a substantial hedge of security against this hazard in later life.

"Will you note that it is one thing to sell life insurance for tax purposes and quite another to sell and to arrange life insurance to solve tax problems, which, as we have indicated involve much more than the requirements of our tax laws. The arrangement of life insurance contracts, their proper adjustment and their potential adjustability are the underwriter's chief assets in this field. In most cases he will seek the cooperation of the clients' attorney, in many larger cases also the cooperation of a competent trust officer. His success depends most largely on his thorough knowledge of his tools and on his ability to uncover and to define conditions, objectives and needs in each case, and then to present practical solutions."

R. B. Juerjens, Northwestern Mutual Life agent, Peoria, Ill., has been appointed to the board of examiners of the Masonic grand lodge of Illinois.

CONVEY CORDIAL GREETINGS



G. A. S. ROBERTSON,
Missouri Commissioner



JAMES S. KEMPER,
Vice-pres. U. S. Chamber of Commerce

There was a bevy of insurance commissioners, deputies, actuaries and other department people at the meeting of the American Life Convention in Chicago last week. Commissioner Robertson of Missouri was delegated by the National Association of Insurance Commissioners to bear its felicitations and good wishes. James S. Kemper of Chicago, president Lumbermen's Mutual Casualty, was the spokesman for the U. S. Chamber of Commerce of which he is vice-president. T. F. Cunneen, manager of the insurance department of the chamber, was present.

Trace International Movement of Insurance Moneys

Receipts and Payments In Balance in '37, Commerce Department Finds

WASHINGTON—A decrease in the net outflow of funds on account of the operations of foreign insurers in the United States from \$43,000,000 in 1936 to \$33,000,000 in 1937 and an increase in the net inflow of funds on account of the operations of American insurers in foreign countries from \$21,000,000 to a post-war peak of \$33,000,000 brought receipts and payments on international insurance account into virtual balance in 1937, as contrasted with a net outward movement of \$22,000,000 in the preceding year, it was disclosed by the department of commerce in its annual report on the balance of international payments.

"These developments," the department explained, "were the result primarily of a sharp fall in the reported movement of funds from the domestic branches of Canadian life insurance companies to their home offices in Canada on the one hand, and of a sharp rise in the amounts withdrawn from Canada by United States life companies on the other."

"The transfers abroad on account of the operations of domestic branches of foreign fire and marine companies were somewhat smaller in 1937 than in 1936; those arising out of the operations of branches of foreign casualty companies, of non-admitted foreign companies, and of the United States affiliates of foreign companies were all somewhat larger. The net movement of insurance funds from this country to the United Kingdom, estimated at approximately \$27,000,000 in 1936, was placed at \$28,500,000 in 1937."

Premium Income

The premium income of foreign insurers in this country, the department found, rose from \$384,000,000 in 1936 to \$418,000,000 in 1937, the largest aggregate since 1931. The gain for the year was distributed among all types of companies, but the bulk of the increase, as of the total, was obtained by British units. The premium income of American companies abroad last year, reckoned at \$113,000,000, showed no significant change from 1936.

The admitted assets held by foreign companies in this country were further increased during the year to a post-war peak of \$1,140,000,000, while the assets held by domestic companies in foreign countries were slightly reduced. The respective aggregate net equities were each reduced below the level of 1936, it was said, that of foreign insurance companies in their American branches and affiliates from a record high of \$375,000,000 to \$356,000,000 and that of American companies in their Canadian branches and affiliates from \$120,000,000 to \$95,000,000, data for other countries not being available.

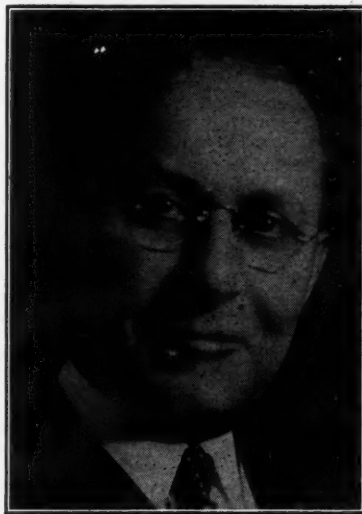
Canada Life Option Change

The Canada Life, effective at once, has revised the annuity option privilege contained in all its life and endowment policies in line with the lower interest basis such as has been adopted by a number of companies and which will be put in force universally by Jan. 1. The option will be attached only on request to new life policies and also to such endowment policies as would be in force at the annuity age selected. The

Welcome 400 Convention Delegates



H. R. KENDALL



G. R. KENDALL

H. R. Kendall, chairman of the board, and his brother, G. R. Kendall, president Washington National, its founders, extended a hearty welcome to more than 400 leading producers who attended the home office convention in Chicago this week. From a humble beginning in 1911 in a small office in Springfield, Ill., its founders have been chiefly responsible for guiding it to national prominence and building an institution with more than \$42,000,000 assets.

guaranteed monthly income available at ages 60 or 65 only, per \$1,000 net cash surrender value, would be: At age 60—life annuity, male, \$5.73; female, \$5; instalment refund plan, male, \$4.79; female, \$4.34; at age 65, life annuity, male, \$6.69; female, \$5.73; instalment refund plan, male, \$5.35; female, \$4.79. These incomes will be increased by any dividend accumulations and cash value

of any paid up additions, and also decreased by any indebtedness against the policy.

Important Day for Palmer

Insurance Director Palmer is receiving congratulations on the approach of an important day on his calendar—Oct. 25, his birthday and twenty-fifth wedding anniversary.

"COLLAPSED POLICY"

The Metropolitan's September Home Office magazine has a story of the questions asked at the Home Office information desk. One of them, by a group of small boys, was, "Where is the 'Collapsed Policy' Department?" A lapsed policy is a collapsed policy. Collapsed is the protection which it had been providing for the wife and family. Collapsed is the savings feature, available in emergency. Collapsed is the policy's account on the company's books. Collapsed is the underwriter's renewals expectation. Collapsed, frequently, is the policyholder's good will toward, not only the insuring company, but also toward all life insurance. Collapsed policy, collapsed home later.

Not all lapses can be prevented, nor all lapsed policies restored. But because of all the consequences, Home Office, agency, and underwriter should zealously endeavor to minimize lapse-losses.

"Collapsed"—those small boys may have supplied a graphic word to the life insurance vocabulary.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA

Washington National Holds Largest Annual Convention

Three Day Meeting in Chicago Proves Highly Successful—Over 400 Attend

More than 400 leading producers of the Washington National gathered in Chicago for three days this week to attend the company's annual convention. Attendance broke all previous convention records, delegates being present from 46 states. Many made their appearance for the first time, having become affiliated with the Washington National as a result of company mergers since the convention a year ago. This was true of those from the Great Western, Hercules and the National Life, U. S. A., the latter having been acquired through the purchase of the Hercules, former life company of Sears, Roebuck & Co. A hearty welcome was extended new delegates and others in the enlarged Washington National family, by H. R. Kendall, chairman of the board. He told of the increased strengthening of the organization through these mergers and increased operating facilities now available to policyholders through both the home office and field force. The company has enlarged its home office floor space about one-half and considerably increased its clerical staff. There are over 3,000 agents and more than 400 home office employees, he said. Due to increased business, the services of three actuaries are now required. The total insurance experience of the senior executive officers of the firm, he said, was more than 400 years. Delegates were taken on a tour of inspection of the home office and new annex, the afternoon of the first day. Chartered buses transported the entire group from a loop hotel where sessions were held to the company's offices in Evanston.

Tells of Early Beginning

Mr. Kendall reflected on the early beginning of the company which was founded in 1911 in a small office in Springfield, Ill., where G. R. Kendall, president, was the only agent, stenographer, office boy and manager. The assets at that time, he said, were \$1,204, today over \$42,000,000. Starting as an industrial company, Mr. Kendall said that the two largest life companies today had a similar beginning. He emphasized the importance of a full time selling organization and commented that any agency which has as its purpose the building of men could not fail. "All for one and one for all" might well be adopted as a slogan for the company, he said.

Over 1,000,000 Policyholders

Service, said President Kendall, in following the talk by his brother, means a spirit of friendly cooperation and in life insurance is coupled with integrity and obligation to policyholders. The company was built with the traits of George Washington in mind, he said, as Washington was national in his outlook and not partisan. Mr. Kendall commented that people are becoming more and more accident and health insurance minded. Accident and health policies written during the nine months this year numbered 25,345 against 19,341 last year, an increase of 6,004 policies.

The Washington National has over 1,000,000 policyholders, annual premium income of \$11,000,000 and life insurance in force of more than \$210,000,000.

(CONTINUED ON PAGE 11)

A. L. C. Unanimously Endorses New Gain and Loss Form

Life Presidents' Committee Also Opposes Inclusion of Actuarial Analysis

The American Life Convention has unanimously endorsed the efforts of its committee on blanks in attempting to secure adoption of the proposed new form of gain and loss exhibit, without the so-called actuarial analysis, in the annual statement blank for life companies.

Two forms are under consideration to take the place of the present objectionable gain and loss exhibit. Both forms coincide in respect of items for reporting income and outgo, including increase in reserves, by classes of business. The form approved by the American Life Convention ends right there. The other form goes on to include an actuarial analysis which the American Life Convention feels retains objectionable elements that are found in the present gain and loss exhibit.

The American Life Convention feels that if the form that it approves is adopted by the insurance commissioners, it will rid life insurance statements of misleading and confusing matter immediately.

About 15 years ago an effort was made to secure a substitution in the annual statement blank for life companies of a gain and loss exhibit which did not require analysis and explanation by a technically trained actuary, for the one then in use. The result was that the commissioners adopted the new suggestion as an additional form and the old form was retained as well.

C. O. Shepherd, actuary Travelers, conducted extensive research and presented a lengthy paper on the subject at a recent meeting of the American Institute of Actuaries. This brought about another effort to secure adoption of another form that would take the place of the present two forms appearing on pages 9 and 10 of the annual statement blank.

American Life Convention and Life Presidents Association each have a

Siegel Affiliate Issuing Magazine for Policyholders

NEW YORK.—The Security Publishing Corporation, a concern fostered by Morris Siegel's Policyholders Advisory Council, is bringing out a magazine this week to be known as "The Policyholder's Monthly." It will discuss insurance problems from the policyholder's point of view, the publishers state, and will also carry general articles. A. H. Cook, editor, says that the aim is not to be merely critical. The magazine's pages will be open not only to writers who agree with the ideas of the publishers but to articles of merit which represent an opposing point of view, he says. Mr. Cook has not previously been connected with the life insurance business. His background been that of writing and research.

Other members of the staff are Jerome Reich, who has worked on the Bronx "Home News," and various house organs outside the insurance field; and Rita Sutton, which is the pen name of an insurance woman who the publisher says is an independent actuary and a former insurance agent.

Article by Burton Heath

The first issue of "The Policyholder's Monthly" contains articles by S. Burton Heath of the New York "World Telegram," who wrote an extensive series of articles on industrial insurance for his newspaper; Dr. Maurice Taylor, welfare expert and author of "The Social Cost of Industrial Insurance"; D. J. Connolly, New Jersey assemblyman and author of a bill to investigate industrial life insurance, and Morris H. Siegel. Articles by the staff include "The Hullabaloo About the Approaching Insurance Investigation"; and "New York Revamps Its Insurance Law."

The new magazine will not be sold on newsstands. It will be advertised by spot broadcasts and newspaper advertising. While the Security Publishing Corporation is sponsored by the Siegel concern, its aim is eventually to be on its own.

committee on blanks. The members work cooperatively with the committee on blanks of the insurance commissioners. The two company committees working together agreed upon a form that was submitted to representatives of the commissioners convention. Practically all interested parties are on record as favoring the new form without

Monopoly Committee Continues Its Study

SEC Investigation Is Now Expected to Start About Nov. 15

WASHINGTON, D. C.—Hearings of the administration monopoly committee now are expected to be called for about Nov. 15, but indications are that some time will elapse before the committee is ready to go into the operations of insurance companies.

The Securities & Exchange Commission, which is compiling the material on which the committee investigation will be based, has sent questionnaires to a large number of insurance companies, but the study is still in the preliminary stage, with more questionnaires to go out in the near future.

SEC officials are not discussing the inquiry, which it has been reported would go into, among other things, the reorganization of the Missouri State Life, but explained that the present purpose of the study is to determine the extent, if any, to which insurance company investment policies lend themselves to the furtherance of monopolistic trends in industries in which they invest.

The insurance survey of the SEC is one of a number of investigations which are to be made by that and other federal agencies for the monopoly committee. Following completion of the inquiry, a full report will be submitted to the committee, on which any further investigation will be based.

Carroll New Mexico Manager

ALBUQUERQUE, N. M.—The Occidental Life of California has announced the appointment of J. B. Carroll as general agent for New Mexico with offices at 207 South Third street, Albuquerque. He was formerly director of agencies of Western American Life of New Mexico. Associated with him will be W. K. Smith, also formerly of the Western American Life.

actuarial analysis. They feel that the actuarial items are subject to misunderstanding by the public. The new form approved by committees of American Life Convention and Life Presidents Association will be intelligible without any technical explanation by an actuary. Its use, company executives feel, will lead to a greater understanding of the business on the part of supervisory officials, company officials and the public.

Two Words Are Crux of Metropolitan's Appeal in CIO Case

Company Stresses Law's Failure to Include "Any Employee"

NEW YORK—The two words, "any employee," were the storm center in the second round of the court battle between the Metropolitan Life and the New York State labor relations board which is trying to force the company to bargain collectively with the CIO industrial agents union in the New York City area. The New York labor relations law though modeled very largely on the national labor relations act nevertheless failed to give the term "employee" the broad definition of the national act which says specifically that the act covers "any employee."

Samuel Seabury, arguing the Metropolitan's case, contended, as he did in the lower court hearing, that this omission in the New York law is significant and that it limits the act to the definition of the old New York labor law which specifically covers only mechanics, laboring men, and manual workers. B. A. Zorn, the labor board's counsel, contended that there is plenty of evidence in the New York labor relations law to make it clear beyond question that the law is intended to cover the same field as the federal act despite the omission of the words, "any employee."

"Practice of Deceit"

Justice Steuer, who held against the Metropolitan in the lower court, reasoned that to assume that the legislature had intended, by the mere omission of the words, "any employee," to exclude from the scope of the labor relations act the large number of workers not covered by the old labor law would be to assume that the legislature was "engaged in the practice of deceit."

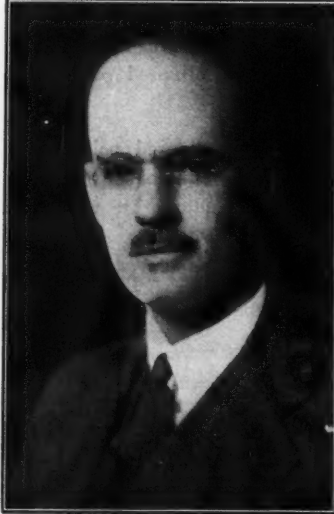
The other main points in the hearing before the appellate division dealt with the constitutionality of the labor relations board's creation by the legislature and of the extent of the powers dele-

(CONTINUED ON PAGE 9)

GREETERS AT THE AMERICAN LIFE CONVENTION MEETING



C. G. TAYLOR, JR., New York
For Life Presidents



R. LEIGHTON FOSTER, Toronto
For Canadian Life Officers



HOLGAR J. JOHNSON, Pittsburgh
For National Life Underwriters



FOSTER F. FARRELL, Chicago
For National Fraternal Congress

Minn. Mutual Makes Twister's Job Hard

Works Out Comparisons Showing Disadvantage of Replacing Old With New

The Minnesota Mutual rate book devotes several pages to the protection of encumbered policies against the twister.

"Policies with heavy loans are prey for 'twisters,'" the rate book states. "Policyholders are frequently discouraged by the indebtedness and interest requirements, and, therefore, easily induced to surrender their policies and use the remaining cash value to buy new insurance. This is almost never to the interest of the policyholder because the new policy will cost more than the old policy even with its indebtedness. This is particularly true of limited payment life policies. Furthermore, the company which issued the original contract can almost invariably offer a better proposition than can a new company.

"The tabulation below demonstrates in actual figures the financial advantage of continuing an old policy over securing a new one. The 'twister's' usual argument is that since the loan will be deducted from the face of the policy in event of death, the actual amount of insurance covered by the premium and loan interest is merely the difference between the face of the policy and the loan. In this illustration the old policy with the loan is compared with a new policy for an amount equal to the difference between the face of the old policy and the loan.

"Old policy dated September, 1931—\$10,000 ord. life (endowment at 85), age 35 at issue, annl. premium \$260, maximum loan (\$800 less year's interest) = \$754.72.

"Net protection in event of death \$9,245.28, less current interest on loan amounting to from nothing to \$45.28, depending on point in policy year in which death occurs: Say on the average \$9,245.28 less 6 months' interest of \$22.64 or \$9,222.64.

Yr.	(1) Prem.	(2) Div'd	(3) Loan Int.	Payment (1)-(2)+(3)
1938	\$260.00	\$35.40	\$45.28	\$269.88
1939	260.00	37.50	45.28	267.78
1940	260.00	39.40	45.28	265.88
1941	260.00	41.50	45.28	263.78
1942	260.00	43.60	45.28	261.68
1943	260.00	45.70	45.28	259.58
1944	260.00	47.80	45.28	257.48
1945	260.00	49.90	45.28	255.48
1946	260.00	51.90	45.28	253.38
1947	260.00	54.10	45.28	251.18

"New policy dated September, 1938—\$9,223 ord. life (endowment at 85), age 42, annl. premium \$304.82.

Yr.	(1) Prem.	(2) Div'd	(3) Pay-ment	Excess of old policy over new policy	Excess cost over old
1938	\$304.82	\$35.40	\$269.42	\$.46	...
1939	304.82	29.33	275.49	...	\$7.71
1940	304.82	30.53	274.29	...	8.41
1941	304.82	31.73	273.09	...	9.31
1942	304.82	32.93	271.89	...	10.21
1943	304.82	34.13	270.69	...	11.11
1944	304.82	35.15	268.67	...	11.19
1945	304.82	36.46	266.36	...	10.88
1946	304.82	40.58	264.24	...	10.86
1947	304.82	43.72	261.10	...	9.92

\$.46 \$89.40
.46

Greater payments during 10 yr. period on new over old..... \$88.94

At end of 10 years
Cash value of old policy (end of its 17th yr.).....\$2,480.00
Less loan and 1 yr.'s interest..... 800.00
.....\$1,680.00
17th yr. dividend..... 56.20
.....\$1,736.20

Cash value of new policy (end of its 10th yr.) (9.223 x \$169).....\$1,568.69
10th yr. dividend..... 44.92 \$1,613.61 \$122.59
Total amount in favor of old policy.....\$211.53

"Under each of the above policies the policyholder is in exactly the same con-

dition as respects the amount of insurance and the old policy costs less per year in premiums.

"Another interesting light on this case is that if the new policy was for \$10,000 instead of \$9,223 and the insured paid on the old policy what he would have to pay on the new, that is, the net cost (premiums less dividends) of the new policy, such amounts would not only pay the net cost and loan interest of the old policy, but would also repay the entire loan in 16 years, thus making the old policy free of all indebtedness and with premiums thereafter \$70.50 annually less than on the new policy and also with larger dividends and much greater surrender values.

"Similar comparisons can be made for any age or any duration of the old policy with similar results.

"If the old policy is on a limited payment life form, a true comparison requires that the new policy should also be on a limited payment life form but with annual premiums running for the number of years remaining to be paid on the old policy, or, more properly since the loan interest continues indefinitely, the comparison should be made with an ordinary life policy for such an amount as can be paid by a premium equal to the amount of loan interest on the old policy, combined with a limited payment life policy with annual pre-

Mortgages Shrank 18% in Decade

Twentieth Century Fund Study Shows Federal Share Now One-Third

NEW YORK—The extent to which mortgages have shrunk since the onset of the depression and the degree to which the federal government dominates the remaining mortgage lending business is strikingly shown in the report of the committee on debt adjustment of the Twentieth Century Fund. The total farm and home mortgage debt of the United States has been cut more than 18 percent and is now about \$25,000,000,000. Because of its widespread refinancing activities the federal

miums running for the number of years remaining to be paid on the old policy and for an amount of insurance equal to the amount of the old policy less the amount of loan, and less the amount of insurance on the ordinary life plan purchased by a premium equal to the amount of loan interest."

government is now the holder of more than one-third of all farm mortgages and almost one-sixth of city and town home mortgages.

The peak of the mortgage debt in the farm field was in 1929, when it totaled about \$9,500,000,000. Whereas foreclosures and other forced sales in the 1928-29 period had caused only 1.70 percent of farms to change hands the percentage rose steadily with the depression, reaching a peak of 3.88 percent in 1933.

The Twentieth Century Fund's study estimates that in the urban home mortgage field, the debt rose from \$13,200,000,000 in 1925 to about \$21,200,000,000 in 1930 and then dropped rapidly so that by 1936 it was \$17,100,000,000.

Insurance company holdings in farm mortgages fell from 23 percent of the total in 1928 to 16 percent in 1934.

S. F. Westbrook, vice-president Aetna Life, is a member of the Twentieth Century Fund's debt adjustment committee.

Zander Goes to Louisiana

ALBUQUERQUE, N. M.—E. O. Zander, for six years manager of the Kansas City Life offices here, has gone to Louisiana where he has been transferred. He came here from Oklahoma City.



A good many years ago a man said to me, "You know, John, when I look

at you I see four faces. I see you as you are now, with a bachelor's

gleam in your eye. I see you five or six years from now, a little more

serious, a picture of a wife and a couple of youngsters on your desk. That's what I'm go-

I see you at forty-five, with a look of slightly pained amusement as you read your son's estimate of

what he's going to need for the next month or so in college. And I see you again at sixty,

looking around for a place where you can hunt ducks for nine months of the year. In his heart,

Now John, every man who hears this little story nods his head, just as you're doing. In his heart,

he knows exactly what he should do. But—begging your pardon—rarely do I meet a man who

does anything about it unless he's practically pestered to death. That's what I'm go-

ing to do to you—and some day you're going to thank me for it." He did just that—and for years I

have thanked him for it. And thanked him particularly for the thoroughness and care with

which he worked out my life insurance plan—a plan which protected my wife and children during the

years the youngsters were growing up, provided money for their education, and finally, made

it possible for me to look forward to a peaceful, happy old age. The law won't let me hunt

ducks nine months out of the year—but just sitting in the sun isn't the worst sport in the world!

Life insurance can be just life insurance—or it can be a rock-bottom, lifelong financial plan. Today the modern life agent not only wants to make your life insurance do this sort of "whole-life" job, but, just as important, he knows how to do it. Your Northwestern agent receives a training which informed insurance men recognize as one of the finest available anywhere. He is schooled to analyze life insur-

ance needs, and knows how to meet those needs most economically. He knows, too, that his company will not grant insurance which, in its opinion, does not render a genuine service to the policyholder. Moreover, he represents an unusually sound company—a company whose record of stability and growth is exceptional, even when compared to the fine record of all American life companies.

NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

O. J. ARNOLD, President
Minneapolis, Minnesota

LIBERAL

STRONG

This is a reproduction of N^WNL's latest national magazine advertisement.

92 YEARS of DEPENDABLE PERFORMANCE

Well-Rounded



A well-rounded life underwriter should have, and be the master of, several organized and effective package sales and also a sound programming presentation.

In the field of the package sale, The Connecticut Mutual men have at their disposal a visualized planograph, a visualized brief, a special rate card and an organized sales talk for the needs of Clean-up, Salary Continuance, Family Income, Educational Funds, and Retirement Income.

For their programming work, The Connecticut Mutual men use an unusually simple but effective set-up — one which has produced an average sale of \$7,500.

It pays to be a well-rounded life underwriter.

CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY • HARTFORD

Price to Preside at Presidents' Meet

Veteran Head of Jefferson Standard Life Has Wide Background

NEW YORK.—President Julian Price of the Jefferson Standard Life will be the chairman of the Life Presidents Association's annual convention in New York City Dec. 1-2. The convention will bring together life company executives from all sections and plans are being made for an attendance of between 400 and 500.

As the presiding officer, Mr. Price will open the discussions at the morning session on Dec. 1 and will make the



JULIAN PRICE

first address. Although he has been connected with the business for more than 30 years and is one of the country's leading life insurance officials, he will bring to the platform an outlook that also has been formed through extensive participation in the work of other important spheres. Transportation, industry, banking and civic activities are among the fields which have enjoyed his services and which contribute to the viewpoint which he will bring to the chair.

For the first 16 years of his career Mr. Price was associated with the Southern Railway. He is still active in the transportation field, being president of the Atlantic & Yadkin Railway, one of the links in North Carolina's transportation system. He is also a director of the Southeastern Express Company, and in a similar capacity serves various banking and industrial organizations in his section of the country. He is a past president of the Federal Home Loan Bank of Winston-Salem.

Started As Agent

During his long experience in the life insurance business, Mr. Price has held a succession of positions which have given him unusual insight into its problems. It was as a member of the agency forces that he first entered the life insurance field and began his rise to the presidency of the Jefferson Standard. Starting as an insurance solicitor for the Greensboro Life in 1905, he served as general agent in Virginia and later became its secretary and agency manager. In 1912, when that company merged with the Jefferson Standard, Mr. Price became vice-president and agency manager of the new organization. He has been president of the Jefferson Standard since 1919.

Ex-chairman of the North Carolina state salary and wage commission, he also is active in such organizations as the national harbors and waterways congress and the National Economic League.

He is a member of the executive com-

Total Life Sales Continue Decline; Trend Is Better

Although new life insurance sales for September continued to show a substantial decline, the 18.5 percent decrease was less than the 22.8 percent average decline for the first nine months, according to Life Presidents Association. The percentage of decline was less than it has been for any month since February. For September, the total new business of the association's companies was \$519,932,000 compared to \$637,595,000 in September, 1937. New ordinary amounted to \$321,367,000 against \$390,335,000, a decrease of 17.7 percent. Industrial was \$173,641,000 against \$197,339,000, a decrease of 12 percent. Group totaled \$24,924,000 against \$49,921,000, a decrease of 50.1 percent.

For the first nine months the total new business was \$5,284,113,000 against \$6,845,701,000, decrease 22.8 percent; ordinary \$3,384,478,000 against \$4,271,314,000, 20.8 percent decrease; industrial \$1,590,520,000 against \$1,988,516,000, a 20 percent decrease; group \$309,115,000 against \$585,871,000, a decrease of 47.2 percent.

New paid-for business the first nine months of 1937, and 1938, and percentage increases or decreases, follow:

		Ordinary		1938 Over 1937 %
Month	1937	1938		
Jan.	\$ 432,934,000	\$ 377,789,000		-12.7
Feb.	459,001,000	373,644,000		-18.6
March	581,399,000	441,067,000		-24.1
April	530,755,000	386,529,000		-27.2
May	488,622,000	384,083,000		-21.4
June	512,496,000	382,385,000		-25.4
July	445,732,000	356,401,000		-20.0
Aug.	430,040,000	361,213,000		-16.0
Sept.	390,335,000	321,367,000		-17.7
	\$4,271,314,000	\$3,384,478,000		-20.8
		Industrial		
Jan.	\$ 195,405,000	\$ 179,975,000		-7.9
Feb.	212,231,000	174,092,000		-18.0
March	258,087,000	198,025,000		-23.3
April	246,589,000	193,131,000		-21.7
May	239,733,000	191,648,000		-20.1
June	224,113,000	170,312,000		-24.0
July	204,121,000	153,392,000		-24.9
Aug.	210,898,000	156,304,000		-25.9
Sept.	197,339,000	173,641,000		-12.0
	\$1,988,516,000	\$1,590,520,000		-20.0
		Group		
Jan.	\$ 42,051,000	\$ 31,401,000		-25.3
Feb.	40,246,000	41,671,000		3.5
March	77,956,000	33,050,000		-57.6
April	57,022,000	37,815,000		-33.7
May	74,766,000	43,076,000		-42.4
June	87,861,000	45,076,000		-48.7
July	93,863,000	18,659,000		-80.1
Aug.	62,185,000	33,443,000		-46.2
Sept.	49,921,000	24,924,000		-50.1
	\$ 585,871,000	\$ 309,115,000		-47.2
		Total		
Jan.	\$ 670,390,000	\$ 589,165,000		-12.1
Feb.	711,478,000	589,407,000		-17.2
March	917,442,000	672,142,000		-26.7
April	834,366,000	617,475,000		-26.0
May	803,121,000	618,807,000		-22.9
June	824,470,000	597,773,000		-27.5
July	743,716,000	528,452,000		-28.9
Aug.	703,123,000	550,360,000		-21.6
Sept.	637,595,000	519,932,000		-18.5
	\$6,845,701,000	\$5,284,113,000		-22.8

Reynolds General Agent

Fred J. Reynolds is now general agent of the National Life of Vermont in Chattanooga, having succeeded T. C. Thompson, who died earlier this year. Mr. Reynolds formerly was district agent of the company at Kingsport, Tenn., and prior to that general agent Pilot Life in Kingsport, covering also southwestern Virginia. Mr. Thompson covered the entire state of Tennessee. Mr. Reynolds' jurisdiction is about half of the state, being eastern Tennessee and almost as far as Nashville west from Chattanooga. Mr. Reynolds re-appointed Mrs. Candis Dixon as cashier.

mittee of the American Life Convention, having been reelected at its annual meeting last week.

Life Advertisers Program in Making

J. C. Behan Will be the Chief Speaker at the Banquet

Joseph C. Behan, vice-president of the Massachusetts Mutual Life, will make the principal address following the annual dinner of the Life Advertisers Association, at the Hotel Traymore, Atlantic City, Nov. 15. Other speakers at the dinner will be Rowe Stewart, president Stewart-Jordan Company and former publisher of the Philadelphia "Record"; and L. C. Kiesling, of the agency department of the Continental American Life, who will award prizes to the various companies winning distinction in the annual exhibit of life insurance advertising material.

The exhibit is expected to be one of the largest and most complete in the history of the association, and will embody classifications on insurance journal advertising, magazine advertising, newspaper advertising, sales promotion, direct mail, printed material, publications to agents, publications to policyholders, recruiting material, conservation literature, and annual statements of all kinds.

Five Business Sessions

There will be five business sessions, each devoted to a different relationship with which the advertising man is intimately concerned. The first two sessions, Nov. 14, will be devoted respectively to the relationship between the institution of life insurance and the public and the relationship between the companies and the public. The Tuesday morning session will have to do with the relationship between the company and the policyholder, while the Wednesday sessions will cover the relationships between the company and the agent and between the agent and the public.

Other Features

The Tuesday session on "The Company and the Policyholder" is already complete. C. C. Loeb, of the Presbyterian Ministers' Fund, will preside. The feature speaker will be W. A. Gilman, vice-president N. W. Ayer & Son, who will speak on "How to Make the Annual Report Interesting." Mr. Gilman joined Ayers' in 1917 and served as manager of its Boston office from 1923 to 1926. Since 1929, he has been a vice-president in the home office at Philadelphia. He will discuss the importance of cultivating the interest and good will of policyholders by presenting an annual report which gives a clear and understandable picture of the company's operation.

A. H. Reddall, assistant secretary and advertising manager of the Equitable Society, will speak on "How to Conserve and Increase Policyholder Protection Through Premium Enclosures." Karl Ljung, Jr., treasurer of the Life Advertisers Association and assistant secretary of the Jefferson Standard Life, will discuss conservation under the title "How to Make Your Policyholders Stick."

Two interesting forums will be conducted at this session, one on policyholders' magazines by K. H. Mathus, advertising manager Acacia Mutual Life, and one on guarding policyholder good will by Edgar Morton, advertising manager of the North American Life.

Actuaries Resume Meeting

A special committee of the Chicago Actuarial Club was appointed at the first fall meeting this week to study ways and means by which assistance can be arranged to actuaries who seek to pass the examinations of the Actuarial Society of America and the American Institute of Actuaries. Carrol Nelson, associate actuary Continental Assurance, is chairman, the other members

being R. E. Moyer, vice-president and actuary Continental Assurance; W. O. Morris, secretary and actuary North American Life; W. M. Johnson, vice-president and actuary Central Life of Illinois; and Howard Reeder, office manager and actuary Country Life. The educational facilities will be available only to members. Some years ago the club conducted a cram course for the examinations. Harold Reis, consulting actuary of Chicago, president, stated the club will consider additional applications for membership.

San Francisco Cashiers Meet

SAN FRANCISCO—C. J. Crobaugh, assistant professor of insurance and finance at Armstrong College, Berkeley, former assistant professor of insurance at Indiana University and supervisor of education extension for the Aetna Life, was the principal speaker at a meeting of the Life Agency Cashiers Association Thursday evening. Mr. Crobaugh discussed the Life Office Management Association study plans. Clifford Burnhill, lecturer on law and finance for the Oakland Chapter, American Institute of Banking, also spoke, his subject being "Negotiable Instruments." Albert F. White, cashier of the Phoenix Mutual Life, president of the association, presided.

THIS WEEK IN INSURANCE

Some very informative papers were read at the annual meeting of the Association of Life Insurance Medical Directors. **Page 1**

Edgar Kobak, advertising executive, warns against its use for defense of business. **Page 1**

American Life Convention unanimously endorses the proposed new form of gain and loss exhibit, without the actuarial analysis feature. **Page 4**

Rush to sell present settlement options getting under way. **Page 1**

New York appellate division hears Metropolitan Life appeal in CIO case. **Page 4**

Life Presidents Association gives report showing a decrease of 22.8 percent in new business for the first nine months. **Page 6**

Julian Price will be chairman at Life Presidents Association's annual meeting. **Page 6**

Program for Louisville meeting of Institute of Home Office Underwriters is announced. **Page 8**

Prudential announces slight rate increase on most policies. **Page 18**

Unorganized selling like "hunting bears with a broom." **Page 23**

Prompted by the activities of the Policyholders Service Bureau of Des Moines, Superintendent Julian of Alabama has issued a statement that assured do not have to patronize loan brokers in borrowing against their policy reserves. **Page 9**

Superintendent Pink of the New York insurance department announces appointment of three deputy superintendents. **Page 22**

U. S. department of commerce issues its annual report on the balance of international payments, including reference to the movement of insurance moneys. **Page 3**

Washington National holds its annual convention in Chicago with more than 400 leading producers in attendance. **Page 3**

Hearings conducted by the Securities & Exchange Commission investigating insurance companies in relation to monopoly are expected to be called Nov. 14. **Page 4**

Features of program of the forthcoming convention of the Life Advertisers Association. **Page 7**

\$600,000,000

*Business in Force
as at October 1st 1938*

This outstanding achievement, coming at the close of the summer season and well ahead of normal expectation, is significant of the return of confidence throughout the country in business improvement—significant, too, of established public confidence in the security of life insurance as represented in the policies of this strong, progressive, soundly administered company.

The **GREAT-WEST LIFE ASSURANCE COMPANY**



A SILENT PARTNER THAT IS NOT VERY "SILENT"

The Shield Man has a powerful partner working hand-in-hand with him in the field.

This partner is the Company's own 50,000-watt radio broadcasting station—

WSM

—on the air eighteen hours out of every twenty-four.

For thirteen years now, WSM has been making friends for the Shield Man and for the Company, and, as a result, there are few localities where the the Shield Man is a stranger.

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**

C. A. CRAIG, Chairman of the Board C. R. CLEMENTS, President
HOME OFFICE NATIONAL BLDG.
NASHVILLE TENNESSEE

Program for Home Office Underwriters

Speakers for Annual Meeting of Institute at Louisville Nov. 4-5 Are Announced

The completed program for the meeting of the Institute of Home Office Underwriters in Louisville Nov. 4-5 has been announced. It follows:

Nov. 4, 9 a. m.

Formal paper section.

L. C. Cortright, vice-president Kentucky Home Mutual Life, presiding.

Address by president, Emmett Russell, Jr., ordinary underwriter Life & Casualty.

Greetings and address of welcome on behalf of host companies, Kentucky Home Mutual Life, American Life & Accident, Kentucky Central Life, and Lincoln Income Life, Ellsworth Regenstein, president Kentucky Home Mutual Life.

"Accident and Health Underwriting," James E. Powell, agency vice-president Provident Life & Accident.

"Underwriting Between the Lines," C. F. Barney, manager underwriting department American United Life.

"Underwriting Reinstatements," J. R. Leal, vice-president and secretary Interstate Life & Accident.

Address, R. B. Sturtevant, vice-president, Ohio National Life.

"Underwriting Perspective," Dr. H. W. Dingman, vice-president and medical director Continental Assurance.

Afternoon

Clinical case session.

W. H. Harrison, actuary, Ohio National Life, presiding.

A discussion of clinical cases submitted by member companies for group consideration.

Dinner, 7 p. m., followed by business session.

Nov. 5, 9 a. m.

Ordinary section.

D. J. Tribble, Jr., chief underwriter, Jefferson Standard Life, presiding.

"Waiver of Premium and Double Indemnity, Involving Morals and Habits," Dr. E. L. Marshall, vice president Lafayette Life.

"Conservation in Underwriting," John L. Briggs, assistant secretary Southland Life.

"Over-Insurance," F. S. Finch, assistant secretary United Benefit Life.

"Aviation," H. M. Shoemaker, manager inspection department Volunteer State Life.

"Trends in Underwriting the Liquor Industry," M. S. Niehaus, secretary Gulf Life.

"The Addition of Double Indemnity and Waiver of Premium to Existing Policies," Paul Briney, chief underwriter Kentucky Home Mutual Life.

"Interpreting the Inspection," John J. King, president Hooper-Holmes Bureau Industrial Section.

C. L. Groover, industrial underwriter, Life & Casualty, presiding.

"Current Factors in Industrial Underwriting, and Present Methods of Training Agents in Selection of Risks," A. A. Biggio, manager weekly premium department Liberty National Life.

"Underwriting of Benefits on Industrial Policies," N. T. Weaver, vice-president Bankers Health & Life.

"Insurable Interests and Acceptable Beneficiaries on Industrial Policies and Change of Beneficiaries," W. E. Stovall, manager industrial department Gulf Life.

Industrial Clinic, E. T. Burr, actuary Durham Life; S. F. McDonough, assistant secretary Peninsular Life; F. B. Dilts, secretary-actuary Home Security Life; W. H. Neely, manager industrial department Standard Life.

"The Advantages of and Methods for Exchange of Information on Industrial Risks," W. C. Ellis, vice-president Franklin National Life.

L. N. Whitelaw Promoted

NEWARK—L. N. Whitelaw, who has been field assistant of the Prudential, has been promoted to assistant supervisor in the ordinary agency department. He is well known in life insurance circles in northern New Jersey.

Warns on "Bargain" Appeal of Changes

A. G. Correll Says Over-emphasis May Cause Bad Reaction Later

BROOKLYN—Campaigns to get business in before the changes in policy forms become effective must be handled with discretion or there will be a bad reaction after it becomes necessary to sell the new contracts, A. G. Correll, general agent New England Mutual Life and president Brooklyn Life Managers Association, declared at the October meeting of the Brooklyn Life Supervisors Association. However, everything possible should be done to get business in on the basis of the approaching changes, he said. In fact, he believes the next two months are so favorable to closing business that any agent who cannot write a fair volume in the next couple of months should be encouraged to find some line of work for which he is better fitted than the life insurance business.

Mr. Correll's warning was that agents may let their inclination to talk about the price differential between the new and existing policies run away with them. He fears that they may talk figures too much and that they will make it more difficult to sell after the changes are in effect.

Resell Fundamentals

As to what course to pursue after Jan. 1, when all the policies on the old basis will have been placed or refused by the prospects, Mr. Correll said that the task of the general agents and supervisors is to resell the agents on the importance of the fundamental purpose of life insurance, that is, protection of the breadwinner's earning power.

Observing that retirement type policies may not be so attractive under the new contracts, he said that there is also the possibility that if the cost of government keeps rising, the buyer may not have much of a surplus to invest in retirement policies, while if social security old age benefits are increased and the retirement age is lowered, retirement policies may not have such a big appeal as they do now. Just because retirement income contracts have gone big in the last six years there is no reason why they will be increasingly popular in the next six years, he pointed out.

Optimistic on Future

Mr. Correll concluded with an optimistic forecast for the future, calling attention to the fact that the public is sold on the idea of life insurance.

C. E. Haas, Mutual Life, association president, appointed Harold Alexander, New York Life, chairman of the program committee, succeeding R. C. Buckley, Aetna. Mr. Buckley asked to be relieved of the chairmanship because of an unexpected pressure of outside duties but will remain a member of the committee. The association will hold a special meeting at noon Oct. 25 at the Kee agency, 16 Court street, to exchange ideas on getting business on the basis of the approaching policy changes.

N. W. Mutual Coast Meetings

The series of Pacific Coast regional meetings of the Northwestern Mutual Life started at Spokane, Wash. The second will be held in Los Angeles Oct. 24 and 25, attended by California, Nevada, Arizona and New Mexico agents. Home office executives participating in the meetings are: Edmund Fitzgerald, vice-president; Grant L. Hill, director of agencies; H. R. Ricker, assistant secretary, and L. J. Evans, assistant director of agencies.

The Spokane meeting was in honor of J. A. Reinhardt, who recently retired after representing the company there for 47 years.

Services of Loan Brokers Unnecessary

Julian, Alabama, Makes Statement—Cites Des Moines Bureau's Activities

BIRMINGHAM, ALA.—Superintendent Julian of Alabama has called the attention of life policyholders to the fact that if they wish to borrow money on their policies it is not necessary to negotiate such loans through a broker, paying a commission for the service.

His statement, he said, was prompted by an answer received from F. G. Callender, policy examiner of the Iowa department, to an inquiry concerning activities of the Policyholders Service Bureau of Des Moines, which Mr. Julian asserted had been soliciting business by mail in Alabama.

Dry Goods Journal

"Inquiries," Mr. Callender stated, have been reaching this department from all over the United States for the past year concerning the policyholders Service Bureau of Des Moines. It is operated by Arthur L. Boreman, publisher of the 'Dry Goods Journal,' at 1912 Grand avenue. Inquiry has been made by this department and we do not find any evidence that Mr. Boreman is selling life insurance or soliciting applications thereof, and hence, does not come under the jurisdiction of this department.

"We have ascertained that the bureau, not incorporated, is operated in connection with the 'Dry Goods Journal' and Mr. Boreman is apparently circularizing a subscribers' list of that magazine. He informs us that he has arrangements with various banks especially located in Kansas City and Chicago whereby they will make loans on life insurance policies similar to those made by life companies at rates varying from 3 3/4 to 4 1/2 percent interest. He states that he receives a commission from the borrower as well as the bank that makes the loan. A special form of collateral note is used carrying an assignment of the insurance policy.

"Mr. Boreman is the publisher of a book known as 'Inflation and Your Life Insurance' in which he advocated yearly renewable term insurance in lieu of premium forms such as 20 payment life and endowment forms, and the investment of the difference in premiums in building and loan associations at higher rates. He also maintains a service for analysis of insurance policies and will make recommendations thereon for a fee of 75 cents a thousand. Our information is that this advice is to reduce the form from a heavy premium form to a year renewable term. He also advises as to settlement options. We have no information regarding the financial status of this company but refer you to Dun & Bradstreet report."

Two Words Are Crux in CIO Case Appeal

(CONTINUED FROM PAGE 4)

gated to it by the legislature. Mr. Seabury contended that the board's creation was an evasion of the constitutional prohibition against having more than the number of state departments specified in the constitution and that the designation of the body as a "board" did not make it legal. He also argued that the powers granted the board are so broad that they constitute a delegation of legislative powers, which is prohibited by the constitution.

Henry Epstein, state solicitor-general, argued the constitutional points for the labor board, saying that there are many other New York state boards having even broader powers than the labor relations board and that their constitutionality has been upheld by the New

York court of appeals and by the United States Supreme Court. He said that actually the act severely restricts the labor relations board's powers and that it would be a mistake to say that these powers are extremely broad.

One of the issues is the board's power to fix the bargaining unit, that is to designate what employees shall be included in the group which is to be the subject of negotiations. As to the contention that the board's powers on this point are so broad as to be unconstitutional, Mr. Epstein said that the same powers had been held constitutional in the case of the national labor relations act and the railway labor act. While the New York act, after listing the same types of units as the national act, said that this is not a point at issue, gives the board in addition the power to fix "any other" unit, Mr. Epstein since the unit chosen, New York City and three neighboring counties, was a subdivision of one of the specified types of units and did not rely on the power to fix "any other" unit.

Whichever side wins in the appellate division, the loser will carry the case to the court of appeals, the state's highest tribunal, which sits in January.

J. G. Prothero, formerly of Montreal, has been appointed provincial manager for Manitoba by the Empire Life, with headquarters in Winnipeg.

North Carolina Mutual Life Celebrates 40th Anniversary

The North Carolina Mutual Life, negro company in Durham, is celebrating its 40th anniversary. Organized Oct. 20, 1898 by John Merrick, first president and Aaron M. Moore, second president, the company began doing business a year later, April 1. The company operates in 33 cities and towns throughout the south and nine states. It has more than 1,000 employees and 250,000 policyholders. Assets June 30, 1938, were \$5,329,827, insurance in force \$42,596,477. C. C. Spaulding, who started as an agent with the company in 1899, is president.

In commemorating this occasion the company has published a special booklet giving a complete history and record of the organization's progress.

B. A. Million Agency Rally

B. A. Million, general agent southern Indiana of Northwestern Mutual, is holding his annual agency meeting in Evansville Oct. 28. W. R. Chapman, assistant director of agencies from the home office, will be the principal speaker. Another prominent speaker will be Dave Colcord of Chicago, author, lecturer and publisher. Attendance of 50 is expected.

ance of 50 is expected.

J. Ralston New has just been appointed agency supervisor of the Million agency. He started in the business with Northwestern Mutual in 1928. He is a past president of the Evansville Life Underwriters' Association.

American National Changes

The American National has appointed V. A. Kilman superintendent of its Chattanooga industrial unit to succeed J. V. Towe, promoted to district inspector in Atlanta. Mr. Kilman goes to Chattanooga from Texarkana, Tex.

W. S. Phelps Sandusky Supervisor

Walter S. Phelps, formerly of Detroit, has been appointed supervisor of the George C. Hill agency of Ohio National Life at Sandusky, O. He was formerly associated with Phoenix Mutual and State Mutual.

Fete Edward on 80th Birthday

C. C. Edward, general agent for Aetna Life at Chester, S. C., was feted by his organization on the occasion of his 80th birthday. At a dinner in his honor \$293,000 of business that was secured in a drive for him during September was presented. Clyde Sisson, assistant general agent, presided.

Impression of a New Manager

"This Convention is more like my class reunion at college than any company convention I ever attended." So commented a Fidelity manager, new to the ranks, at the close of the convention of the Leaders' Club held last month at Grove Park Inn, Asheville, N. C.

It was a tribute to that spirit of fellowship which pervades Fidelity gatherings—a spirit which has marked the attitude of the Fidelity family, Head Office and field in all its relationships for sixty years. Fidelity is known in thirty-seven states as a friendly company—friendly to agents and policyholders alike.

Fidelity celebrates its sixtieth anniversary on December second of this year. While age alone is not a criterion of success, a company which has met the vicissitudes of over half a century has gained something that age alone can bring. Age is not a final criterion of successful organization, but the institution which after sixty long years can point to so substantial a group of men throughout its field, whose loyalty and devotion are as conspicuous—such an institution has an asset which age alone can give.

Fidelity is proud of its reputation as a friendly company.



One of a series — Giving facts about the Fidelity.

The **FIDELITY MUTUAL LIFE**
INSURANCE COMPANY
PHILADELPHIA
WALTER LEMAR TALBOT, *President*

Women's Mortality According to Build Is Given Study

(CONTINUED FROM PAGE 1)

"Overweight women," he said, "showed characteristically high death rates from chronic degenerative disease of the circulatory system and kidneys, from diabetes, from most surgical diseases, particularly biliary tract disease, uterine tumors, pelvis disease and appendicitis, disease of child bearing, as a whole, and hepatic disease."

"Underweights suffered a high mortality from tuberculosis and pneumonia. No definite trend of mortality, according to weight, was discernible for cancer, accidents or suicide."

The sub-standard experience, as disclosed by their study, Dr. Dublin observed, confirmed his conclusion of last year after a similar survey of standard risks; that tall women, except at the younger ages, have a lower mortality than shorter women. However, he declared this result to be not so much an attribute of tallness, as such, but rather due to the fact that the tall group, as a whole, has a more favorable social, economic and racial composition.

Familiar Group of Diseases

The diseases responsible for the excess mortality of overweight women, Dr. Dublin concluded, constitute a familiar group.

"The extra weight carried by these

women," he said, "eventually causes premature breakdown of the circulatory system; it makes them easy prey to diabetes and all diseases affecting the liver and gall bladder. The mortality for most surgical conditions is high among them, but it is likely that for certain of these conditions, at least, this is due to a higher incidence of such conditions than to a higher operative mortality, for obesity is an unfavorable factor in surgical results."

"Underweights run greater risks chiefly from tuberculosis and, to some extent, from pneumonia, but the extra mortality from these diseases is far outweighed by their low mortality from degenerative and metabolic diseases."

RHEUMATIC HEART

Medical science was urged by Dr. O. F. Hedley, past assistant surgeon, U. S. Public Health Service, to make a concerted effort to stamp out rheumatic heart disease, "the forgotten health problem."

"This country with all its wealth, natural resources and creative genius cannot continue raising sub-standard children and hope to remain a first-class nation," he warned.

Dr. Hedley suggested a more concerted and exhaustive effort on the part of all medical health agencies to determine the causes and establish a procedure of treatment for rheumatic heart disease.

"There are still perhaps more gaps in our knowledge of this than of any other infectious disease of equal importance,"

Son Succeeds Father as Manager



VERNON C. HALE



H. J. HALE

Canada Life has appointed Vernon C. Hale manager of the central Ontario branch on the retirement of his father, H. J. Hale, manager of the branch for the past 24 years.

Formerly associate manager with his father, the new branch head is a

C.L.U. and has been a member of the Canada Life quarter million club each year since joining the company in 1925. He is a past president of the Hamilton Life Underwriters Association and a director of the Life Underwriters Association of Canada.

he continued. "Especially in its epidemiology, there is hardly a feature of this disease in which knowledge approaches completeness. It is generally conceded that rheumatic carditis is largely a product of industrialized urbanization; that it is rife in the slum sections of large cities; and that the well nurtured child is not as likely to fall victim to this disease."

Examination of Children

The physician declared it to be his belief that one of the greatest needs in the United States is for better physical examination of school children. In this way, he suggested, the opportunity would be offered to detect early cases of rheumatic heart disease and refer the afflicted children to their family physicians or to a suitable clinic.

"There are probably about 1,000,000 cases of rheumatic heart disease in the United States," he added. "It is estimated that there are about 40,000 deaths in the United States from this disease each year."

The speaker said that studies had indicated that the disease was less frequent among Negroes than whites, excepting where the former had migrated from their homes in the south to the crowded and congested districts of northern cities.

Less Common in South

In the opinion of this authority rheumatic heart disease is less common in the deep south than in the north. It should not be regarded, however, he declared, as a clinical rarity in any part of the country.

"There seems to be little doubt," he said, "that rheumatic heart disease is slightly more common among females. The usual ratio is from 55:45 to 60:40, and has been observed both in this country and Great Britain."

"This tendency was reflected in the mortality statistics on rheumatic heart disease obtained in Philadelphia during 1936. The sex specific death rate among males was 17.5 per 100,000 persons, while among females it was 19.1 per 100,000 population. The mean age of death among males was 35.4 years while among females it was 37.2 years."

"This is interpreted as indicating that although females are slightly more susceptible to rheumatic infection, males succumb a little sooner due to an increased vulnerability of their cardiovascular systems, to which may be added the factor of greater output of energy

Bankers National Employees Evening

MONTCLAIR, N. J.—Employees of the Bankers National Life who have completed five or more years of service attended the annual anniversary banquet. Five employees were admitted to the group which have passed the five years. President R. R. Lounsbury presented gold service rings to them. To seven other employees who have completed 10 years of service, Mr. Lounsbury presented traveling bags in special recognition of their service.

Mr. Lounsbury expressed gratification at the progress made by the company which last month completed its eleventh year, and attributed a considerable share of the credit to the loyalty and efficiency of the employees. He noted with satisfaction that more than 60 percent of the employees have completed five years or more of service and were present at the banquet.

Vice-president J. M. Webb could not attend, as he is convalescing from an appendectomy. However, the committee arranged to have the complete banquet menu served to Mr. Webb at his home while the banquet was going on. R. D. Shepard, vice-president and treasurer, acted as toastmaster. James N. Hynson was the chief speaker. The Bankers National field force is engaged in a special production drive celebrating the eleventh anniversary.

while attempting to maintain their place in a competitive economic field.

"Since the cause of rheumatic fever is unknown, no satisfactory method has been devised for preventing this disease or for its rational treatment. It is believed that betterment of living conditions, prolonged convalescent care, the recognition of the factor of infection in producing initial heart disease and its recurrences and the utilization of school medical examinations for the detection of early cases offer an opportunity to combat this disease with knowledge now available."

H. A. Behrens Is Speaker

H. A. Behrens, president Continental Casualty-Continental Assurance, Chicago, addressed the Continental Club, made up of employees of those companies, this week on the subject of "Interdepartmental Relations."

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to broaden our
Settlement Option
service wherever
possible

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Mutual Benefit
LIFE INSURANCE COMPANY

Organized 1845



Newark, N. J.

Washington National Annual Convention

(CONTINUED FROM PAGE 3)

stated James F. Ramey, executive vice-president and secretary of the company. Monthly and commercial accident and health business amounted to \$1,702,688 in 1937, and newspaper travel \$986,377, he said. Industrial life premiums in 1937 were \$1,472,214. Mr. Ramey also added that the company's premium income for 1938 would be approximately \$11,000,000, while capital and surplus would be approximately \$2,500,000. For the first nine months of this year, Mr. Ramey said, new paid for ordinary amounted to \$4,326,975, compared with \$2,637,090 in the same period of 1937. New industrial business in the first nine months of this year was \$34,126,219, against \$30,187,768 in 1937. Combined industrial and ordinary in the nine months this year was \$38,453,194, against \$32,824,858, an increase of \$5,628,336.

H. R. Kendall Presides

H. R. Kendall presided at the morning session the first day. Invocation was given by W. A. Granville, director of publications, and H. N. Lukins, vice-president and general attorney, paid tribute to members of the company who had died during the past year. Special tribute was paid J. J. Krist, resident vice-president in charge of the eastern division at Baltimore. Singing was led by A. L. Hobbs, general agent at Omaha. Gilbert Alexander, chairman of the board All-State, was introduced. Following a luncheon, H. R. Kendall introduced Professor James Alton James, dean of American history at Northwestern University, who spoke on "George Washington, American Citizen."

Sectional Meetings Held

Two sectional meetings were held the second morning, industrial and life, accident and health. Curtis P. Kendall, vice-president, presided over the industrial section and V. E. Nutt, vice-president, was chairman of the life, accident and health section. H. B. Kendall, vice-president, was a speaker at the latter as was Harold Gordon, executive secretary Health and Accident Underwriters Conference, Chicago. Selling ideas and suggestions were presented by a number of the company's leaders. A sightseeing tour of Chicago was taken in the afternoon. Similar procedure was followed the morning and afternoon of the third day, except that the various

industrial divisions, east, central, west, south and Pacific, met in separate groups. H. B. Kendall presided at the life section with W. G. Tallman, vice-president; K. Mullins, assistant vice-president; Preston Kendall, agency secretary; Donald Wellenkamp, manager sales promotion, and Carl L. Odell, president Allstate, giving short addresses. Prospecting, field selection of risks, programming and increasing average size applications, and the value of App-a-Week Club, were discussed.

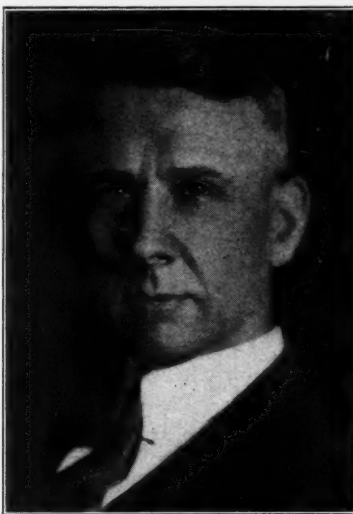
At the special industrial section meeting the importance of the division was stressed by Board Chairman H. R. Kendall and President George R. Kendall. Chairman Kendall said the industrial division men should consider themselves combination men as they write all lines. The sales situation has changed in recent years and people are vitally interested in insurance as they are thinking about social security, hospitalization, etc.

Regional Meetings to Be Held

It was announced that two regional meetings will be held by each of the four industrial divisions in 1939, the first meeting to be held in March with the business from October, 1938, to March as qualification. The second gatherings will be held in late August or September.

Vice-president Curtis P. Kendall presided at the industrial meeting. H. E. Hayward, ordinary department agency supervisor, and D. J. Wellenkamp, sales promotion manager, staged a sales skit to demonstrate how ordinary life should be sold on a program basis. Production awards were made with each divisional manager and his leading manager speaking. The Pacific Coast department was first and the eastern and southern divisions were tied for second with the central west division last. C. B. Crawford, senior vice-president, in charge of the southern division, reviewed its progress. C. F. Taliaferro, Fort Worth, spoke as the leading southern manager. The record of the eastern department was outlined by J. B. Blandford, assistant vice-president and new manager of the eastern division. Charles Forrer, Harrisburg manager, outlined the development of his district, which now has 67 men. J. L. Loarie, assistant vice-president and manager of the Pacific division, introduced his leading manager, R. E. Thompson, Phoenix, Ariz. Curtis Kendall, as central west division manager, introduced his leading manager, J. A. Chappell, Cleveland. W. A. James, assistant vice-president; F. Leon Ramey, assistant secretary; M. W. Caskey, agency supervisor industrial department, and H. N. Lukins, vice-president and general attorney, also spoke.

Talks to Home Office Underwriters Institute



DR. H. W. DINGMAN

Dr. H. W. Dingman, vice-president and medical director Continental Assurance, Chicago, will speak at the meeting of the Institute of Home Office Underwriters in Louisville, Nov. 4, on "Underwriting Perspective."

RECORDS

Equitable Life, Ia.—Paid business totaled \$4,607,122 during September. Iowa agents led all states with \$603,567, California had \$475,358; Illinois \$457,976; and Pennsylvania \$450,260. R. H. Sheldon of Los Angeles led in personal production with \$133,392. September was the third annual Equitable football contest with the winners receiving invitations to attend Iowa-Purdue football game at Iowa City Oct. 28.

Ohio State Life—Examined business in September showed an increase of 12½ percent. September was one of the largest months in the company's history.

Business Men's Assurance—September showed an increase of 18 percent over August. Ten managers exceeded their business for the corresponding month last year.

Read *The Industrial Salesman*, \$1 a year. 420 E. Fourth Street, Cincinnati.

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EDITORIAL COMMENT

Reappraisal of a Company Portfolio

EVIDENTLY sagacious financial executives of life companies do not act as they once did when they felt they could buy mortgages or other securities, salt them down and await their maturity. There were few foreclosures and defaults. With the changing times the picture has been altered considerably. R. DANA SKINNER, New York City, vice-president TOWNSEND & SKINNER, financial consultants, told the FINANCIAL SECTION of the AMERICAN LIFE CONVENTION at its annual meeting that there should be a reappraisal of a company's portfolio from time to time to ascertain the condition of various securities. Frequently, he stated, minor adjustments can be made which will be of material value to the company. The financial executive today is an important factor in a company's official family. His problems are many. The financial department offers vexing questions and frequently the head does not know which way to turn.

The FINANCIAL SECTION started the ball rolling to establish an intensive course for two weeks to give financial executives an opportunity to go to school and learn something about the main features of financing in its relationship to life insurance portfolios. A number of companies would be willing to have a certain number of men attend this short course. Later on if the course appears justifiable it is hoped to have a two or three year course to fit young people for this special work. ALEX CUNNINGHAM, vice-president WESTERN LIFE of Montana, who served as chairman of the FINANCIAL SECTION, is the author of the plan and the main booster for the movement. At the meeting in Chicago it was decided to have a committee appointed to investigate the subject and make proper recommendations. This committee will get together and will commence work at once. Mr. CUNNINGHAM has been named its chairman.

Trustee Responsibility Recognized

IN THE very impressive address that CLARIS ADAMS, president OHIO STATE LIFE, made before the AMERICAN LIFE CONVENTION annual meeting he struck one note to which there was an immediate and unanimous response. He said, "Keep politics out of life insurance." The cold, devastating hand of bureaucracy, the attempt to regulate a business in its manifold details always has a deadening effect. In North America life insurance has been allowed to pursue its wonted way under private auspices. The mutual principle in life insurance has been observed even with stock companies.

As Mr. ADAMS pointed out, the trustee

relationship in life insurance, while violated here and there, as a whole has been observed conscientiously. The men who are responsible for life insurance management have given a very good account of themselves. The failures of legal reserve life insurance companies have been few. None of these has been due to the weakness of the life insurance system itself. They have been caused by incompetent or unscrupulous management. Altogether, as Mr. ADAMS points out in his address, life insurance, one of the great enterprises and businesses of the country, is conducted with clean hands and has recognized its responsibilities.

Getting Strength from Ones Work

UNLESS a person intends to extract some happiness and contentment from the job he holds and the work he is doing he will never learn what happiness really is. After all, a person who is working

spends a good part of his day with his task. Work is always a great discipliner, a developer, a builder up. Therefore every one should be thoroughly in accord with what he is doing.

Strengthening of Organization Personnel

IN ORDER to maintain a constantly strengthened personnel in an organization and to build up continuously progressive manpower, much responsibility rests on those who are directly concerned with injecting new blood into a system and building up those that are employed. The great mistake, and one of the most conspicuous, is the tendency to hold on to a person

when the employer realizes that he is not making the grade. When an employer is dubious as to whether an employee cannot make good it is then due the latter that a frank talk be held and the employee told candidly the situation. Frequently in an organization a man may be evincing no signs of progress or properly orienting himself to his environment when he could

be shifted to some other line of work and be perfectly contented and helpful to the organization.

In every organization there are square pegs in round holes and round pegs in square holes. It would be of great value to the office or employment manager if he would make a study of psychology. Even practical psychiatry can be brought into play in some cases. The skillful analyst of human character and attributes can

very frequently bring out the reason a person is not succeeding and moving forward. There may be some few adjustments that need to be made. It is very likely that the person is occupying a place for which he is not adapted.

In these days we need the strengthened and more progressive personnel, a constant injection of fresh material into organization and intelligent guiding and training of those down the line.

PERSONAL SIDE OF THE BUSINESS

Assistant Insurance Director Roy L. Davis of Illinois has been spending a number of days in Minnesota on a hunting trip.

E. B. Brink, Michigan state manager of the United Benefit Life and Mutual Benefit Health & Accident, is celebrating his fifth anniversary in that capacity. He was Arizona state manager 1928 to 1933, and in 1932 led the company in life production. He joined the companies in 1924 in Oklahoma and later became manager in Utah. He is a past president of the Detroit Accident & Health Club.

Jay R. Benton, president of the Boston Mutual Life, is chairman of the drive in Boston for funds for the Salvation Army.

Bradford H. Walker, president Life of Virginia, recently visited Oklahoma and Texas, looking after investment matters.

Thomas P. Stephens, 44, manager of the Dallas branch of the American National, was killed in an automobile collision near Forney, Tex. He was assistant manager in Dallas of the Missouri State Life until it ceased operation.

H. W. Noble of Lincoln, formerly southern Nebraska general agent of the New England Mutual, was elected president of the Nebraska Baptist Association at its annual convention. R. V. Harriss, Omaha, general agent Bankers Life of Lincoln, was named historian.

George H. Baughman, former southern Nebraska general agent of the Connecticut Mutual Life, died in Chicago, where he has resided in recent years.

Joseph A. Sullivan, assistant general agent of the Equitable Society in San Francisco, was married to Miss Dorothy M. Vincent at Reno, Nev.

J. S. Taylor, 55, manager at Jacksonville, Fla., the past six years for the Pan-American Life, died suddenly at his home. He entered life insurance in 1927, and had been with the Pan-American since 1930, when he first represented it at Columbus, Ga.

E. A. Roberts, vice-president Minnesota Mutual Life, recently landed his first muskie, although he is rated as a fisherman of considerable ability. He has caught bass, pike and trout galore but never a muskie until the other day he and a party of friends motored far

up into Canada where Mr. Roberts outfought a 25-pound muskie that measured 43 inches when planked and served to a group of friends in St. Paul a few days later. Accompanying Mr. Roberts were Harold J. Cummings, Minnesota Mutual vice-president, and W. T. Middlebrook and Conrad Seitz of the University of Minnesota.

M. J. Hedin, formerly of Cedar Rapids, Ia., died at Mound, Minn. He was general agent of the Cedar Rapids Life from 1917 to 1932, when he retired. Before that he was superintendent of the Metropolitan Life there for 13 years.

Sheldon Hine, art editor of the Lincoln National Life home office staff at Fort Wayne, Ind., has a winning photograph reproduced in October "Printers' Ink Monthly," in that publication's monthly amateur camera contest. Four youngsters are depicted at the edge of a pond on the unruffled glassy surface of which idly floats a toy sailboat, justifying the caption, "No Breeze—Phooey!"

S. A. Kent, manager of the Prudential's ordinary department at Salt Lake City, is bereaved by the death of his brother, Hugh, of Denver, chief inspector of the national parks system, in a head-on automobile collision near Helena, Mont., in which he and two others were killed. S. A. Kent was in Chicago this week, where he formerly was assistant manager of the A. Van Goldman ordinary agency of the Prudential. Services were held at the family home in Dundee, Ill.

The 50th anniversary of S. H. Benbow, 84, Kalamazoo, Mich., as an agent of the Northwestern Mutual Life was celebrated at a testimonial luncheon there. He was presented a bouquet of 50 red roses and received a golden anniversary service pin from the company. A "birthday cake" with 50 candles was carved. W. R. Bryant, Kalamazoo general agent, and other members of the agency force gave the affair. W. R. Chapman, assistant director of agencies, extended the company's felicitations and had charge of the program.

Freeman Alford, manager of the North American Life in Missouri, committed suicide in Kansas City, Oct. 14, ill health being ascribed as the reason. He had suffered from diabetes for five years and had lost much weight. Mr. Alford was for 20 years one of the company's leading agents, and frequently No. 1 man. His agency was up among the leaders for many years. Some years ago Mr. Alford left the field to become



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LIFE INSURANCE EDITION
PUBLISHED EVERY FRIDAY

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assistant to the president at Chicago, then returned as Missouri manager. Mr. Alford was born in Lexington, Mo., and for many years was a reporter and covered the legislature for the Kansas City "Star." He was active in politics and was councilman at Kansas City in 1934-37. C. G. Ashbrook, superintendent of agencies, represented the home office at the funeral services.

L. B. Blakemore, Ohio deputy superintendent of insurance, who was injured in an automobile accident in New Mexico some weeks ago, continues in a serious condition in a hospital in Cincinnati.

Maj. John E. Wansbrough, 45, home office agent of the defunct Peoria Life and in recent years head of the John E. Wansbrough agency of the Travelers, was found shot dead near Peoria.

Glover S. Hastings, who is retiring as superintendent of agencies of the New England Mutual Life, expects to spend the winter in southern California and Honolulu. He is now at his home, 262 Otis street, West Newton, Mass., having returned from a summer in Maine. He was inspired to burst into song:

We journeyed to VIENNA, to PARIS and to WALES,
To NORWAY and to DENMARK, by auto and by rails;
To EGYPT and to SMYRNA, to CHINA and PERU,
To SWEDEN and to POLAND, explored them through and through.
We traveled on to NAPLES, to LISBON and to ROME,
To DRESDEN and to ATHENS, and there felt quite at home.
We stopped awhile at BELFAST, at CALAIS and at YORK,
At ARGYLE and at LIMERICK, to hear the natives talk.
We hid away to MILO, PALERMO and MADRID,
To COREAU and to GILEAD, by big green forests hid;
To CORINTH and to BRISTOL, to STOCKHOLM and to LEEDS,
To CARTHAGE and to CORNISH, all famed for noble deed;
Then back by way of MEXICO, in sunshine and in rain,
And through this entire journey—
Never left the State of Maine!

E. E. Brown, Penn Mutual general agent in Chattanooga, Tenn., who is president of the Chattanooga Kiwanis club and active in many other civic enterprises, has been nominated as the next lieutenant governor of the Kentucky-Tennessee district of Kiwanis International. He has twice been president of the Tennessee Association of Life Underwriters and has held the same position with the Chattanooga association.

The Glen Ridge, N. J., athletic field will be designated as "Hurrell Field" at appropriate exercises Nov. 11. The name was adopted by the Glen Ridge borough council in memory of the late **Alfred Hurrell**, a former vice-president of the Prudential and a former mayor of the town.

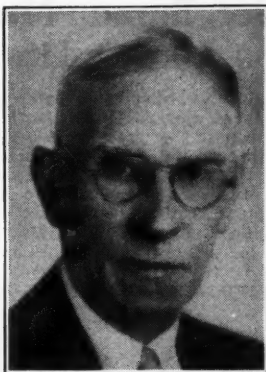
F. L. Jones Indiana Speaker

Frank L. Jones, vice-president Equitable Society, formerly of Indianapolis, was the principal speaker at a meeting of Indiana agents in Indianapolis. It was announced that Indiana ranked seventh among the states for September. Homer L. Rogers is state agent.

Wins Temporary Injunction

OKLAHOMA CITY—Commissioner Read of Oklahoma was temporarily enjoined by order of the U. S. district court, from disapproving the mortality endowment policy sold by the National Equity Life of Arkansas. The company alleges that its entire setup is such as to advance the sale of this policy and its rejection at this time would virtually prevent it from doing business in Oklahoma. Mr. Read challenged the policy as a subterfuge and an attempt to evade the law.

Leader's Death



NORMAN S. WOOLDRIDGE

Announcement has been made by William M. Duff, president and manager of the Edward A. Woods Company, of the death of one of its most outstanding underwriters, Norman S. Wooldridge. In writing to his agency force of Mr. Wooldridge's death, Mr. Duff spoke as follows:

"Everyone who knew and worked with Norman Wooldridge felt the worth of the man and benefited by each contact with him. Kindly, courteous, and considerate, and yet of strong character, Mr. Wooldridge exemplified the gentleman in every sense of the word. His contributions to this agency, great though they were in business secured, cannot be measured by production alone, for his interest in the welfare of the Edward A. Woods Company and all those associated with it transcended any selfish impulses. To all who worked with him he gave his best. His honors and distinctions were many. He was one of the first directors of the agency and served in that capacity for many years. He served as president of the agency's Century Club, the old Equitable Lunch Club; and repeatedly was honored by appointments and offices of responsibility and trust.

"For several years prior to his affiliation with this agency, Mr. Wooldridge was identified with the Penn Mutual Life and prior to that with the Mutual Life of New York, of which company his father had been general agent for many years. Coming here in May, 1903, he qualified that year for the \$300,000 Club, and year in, year out, his was an outstanding record of personal production. More important than volume alone, large though it has been, was the character of the business which he wrote. His clientele was of the best. With a delightful personality and warm capacity for friendship, he worked among men who admired, respected and liked him and who had confidence in his ability. His cooperation in all ways in this agency will long remain a cherished memory. We have lost an able associate and a very dear friend."

Mr. Wooldridge is survived by his wife, Belle Phillips Wooldridge, and two sons, W. P. Wooldridge of Burlingame, Cal., and J. P. Wooldridge of Yardley, Pa.

Haynes Guest Speaker

Eldridge Haynes, vice-president McGraw-Hill Publishing Company, will be a guest speaker at the annual meeting of the Association of Life Agency Officers and the Life Insurance Sales Research Bureau at the Edgewater Beach hotel, Chicago, Nov. 1, on "Sales Management in Other Industries." After graduating from the University of California in 1922 he went to sea. He was a reporter on the staff of the Brooklyn "Daily Eagle" and then did selling and publicity and finally research work for the Metropolitan Life. He subsequently engaged in professional market research and conducted surveys for important clients. He is vice-president of McGraw-Hill in charge of district office sales.



SHE JUST GUESSED...
as fathers often do, buying life insurance without considering the **SEVEN VITAL NEEDS**

WE ALL CAN SMILE AT A YOUNGSTER "guessing" a word. But it's serious when a father guesses about his insurance. . . guesses about the family needs it may have to meet, and so one points out his mistake!

Why do fathers ever guess? It's because the average man simply doesn't have a chance to become expert in insurance matters. And that's why The Union Central Life has developed the unique new "Family-needs Forecast."

This remarkable aid makes available to you all the practical knowledge of fatherless families which The Union Central Life has accumulated in 71 years of experience.

The Forecast shows you, at a glance, the seven vital needs . . . seven needs which insurance may be your wife's side deflector. And it will show you, almost in a dollar, how well your present life insurance could take care of each of those needs.

If you had this Forecast, you could plainly see how to distribute the proceeds of your insurance so that every dollar will do the most good for your family. You could see how any dangerous gaps might be filled—*and economically.*

There is not the slightest cost or obligation involved in your use of the Family-needs Forecast. There is near you a Union Central Life representative, capable and understanding, who will be glad to show you how to use it. . . how you yourself can check your life insurance against the actual needs it might suddenly have to meet. Just mail the coupon.

THE UNION CENTRAL LIFE INSURANCE COMPANY
I would like to see the Family-needs Forecast
Name _____
Address _____
City _____ State _____

The UNION CENTRAL LIFE Insurance Company
A \$100,000,000 INSTITUTION, FOUNDED IN 1867

The FAMILY-NEEDS FORECAST leads to prospects who can afford *complete program*

THIS UNIQUE Union Central sales plan can be used effectively with any type of prospect. But it strikes a most responsible chord with men of good income—business and professional men who can understand the real need for a complete program of protection, and who can afford to pay for it.

The Family-needs Forecast gets the immediate interest of these substantial prospects, by giving them a *really clear* picture of their families' *seven vital needs*—along with a precise diagram of what their present insurance could do to offset those needs. And the policies these men buy to fill the gaps *stay sold* . . . because the Forecast makes them so sharply aware of the absolute necessity of the added protection.

The UNION CENTRAL LIFE Insurance Company
CINCINNATI, OHIO

COUNTRY LIFE INSURANCE CO.

Better than a million gain
per month.

\$120,000,000 in force in
115 months.

Home Office: 608 South Dearborn St.
Chicago, Illinois



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On Lake Michigan

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CHICAGO

Chosen by more than 100 Insurance Organizations
as their meeting place—many returning again and
again . . . A true "Mecca" for the Insurance Fraternity . . . Meet your friends and associates here.

W. M. DEWEY, Managing Director.

NEWS OF THE COMPANIES

Miller, Bureau Man, Joins Atlantic Life

Kenneth R. Miller has been appointed manager of agencies for Atlantic Life. For the past 7½ years he has been a consultant on the staff of the Sales Research Bureau. Before that he was engaged in field and home office agency department activities for six years, mainly in the south. Mr. Miller has taken an active part in the bureau's



K. R. MILLER

seminars of agency management, and has appeared frequently on the bureau's annual meeting program, in addition to speaking at regional conferences. In 1937 he was executive assistant to the life insurance week committee, and this year served as chairman of publicity for the national committee for life insurance education.

He has spoken at many company conventions and managers' conferences, and at the conventions and regional round tables of the Life Advertisers Association. He is a member of the National Federation of Sales Executives.

R. V. Hatcher, secretary and superintendent of agencies of Atlantic Life, states that Mr. Miller's appointment is the first step in an enlarged program of intensive agency development in the natural territory of Atlantic Life. "He is fully conversant by experience and training with operating conditions in the south," Mr. Hatcher said. "Our program of agency building on a quality basis will be supplemented by effective merchandising plans, some of which are already in process. We feel that Mr. Miller brings to Atlantic Life a wide experience and knowledge of agency management which will be most valuable in the successful development of our plans."

Company Loses Receiver Fight

The Illinois supreme court has affirmed a decree of the Logan county circuit court authorizing the Illinois insurance director to liquidate the National Bankers, an assessment life company of Lincoln, Ill. National Bankers, in resisting receivership, challenged the constitutionality of the liquidation article of the Illinois insurance code but the Illinois supreme court dismissed that argument. National Bankers was organized in 1922 as Commercial National. It was referred to the attorney-general for liquidation proceedings in 1933, but the plea was denied. A. L. Richardson was the president and C. E. Dehner, secretary.

National Bankers introduced the argument that the insurance code is unconstitutional in that it deprives a company of its property without due process of

law. The supreme court stated that unless the argument is intended to mean that National Bankers has a vested right to continue in business, notwithstanding the impairment of its capital, and notwithstanding that such continuance would imperil the rights of creditors, policyholders and the public, it can mean nothing at all.

"We find no merit in any position taken by the appellant," the supreme court stated. "The petition of the attorney-general discloses an impairment of reserves, an excess of liabilities over assets, delays in the payment of claims, by reason of lack of funds, a continued operating loss which has heretofore necessitated a 20 percent policy lien, the absence of reinsurance, the retention of individual risks larger than permitted to companies of this class, the existence of outstanding unpaid claims, losses, salaries, rents, expense bills and other items. It is too clear for words or argument that this company is in such condition that its further transaction of business would be hazardous to its policy holders or to its creditors or to the public, within the exact meaning of subsection (e) of section 188 of the insurance code."

N. Y. Life in Texas for Loans

DALLAS—The New York Life is reentering Texas for the purpose of making loans, and is expected to establish its investment headquarters for the state here. The company has obtained permission from the state to do a loan business.

Dick Oliver of St. Louis, inspector of agencies at large in the southwest, has been in Dallas looking over the situation and will make his recommendations as to state headquarters in a short time, it is said. While in Dallas he was guest of a number of bankers at a luncheon.

NOT TO SELL INSURANCE

NEW YORK—At the New York Life home office it was definitely stated that the company has no intention of reentering Texas to write life insurance policies as long as the Robertson law is on the statute books in its present form. This law requires that 75 percent of the reserves on Texas policies be invested in Texas. A secondary objection to reentering Texas to write business is that a substantial amount of penalties and back taxes have been accumulating against the New York Life in Texas since it withdrew about 30 years ago following passage of the Robertson law. While the home office did not reveal the total amount of these, it is believed that the aggregate is in the neighborhood of \$1,000,000.

Western Life's New Director

R. S. Macfarlane, an attorney of Seattle, has been elected a director of the Western Life of Helena, Mont. He is a graduate of the University of Washington. He served five years as assistant prosecuting attorney of King county and then was elected a superior court judge. He later became assistant western counsel for the Northern Pacific Railway and subsequently was made western counsel, a position he now holds. He is a member of the Seattle school board.

Beyers Is Promoted

Charles C. Beyers, field director of the Postal Union Life, has been appointed supervisor of agencies for the entire territory in which the company operates.

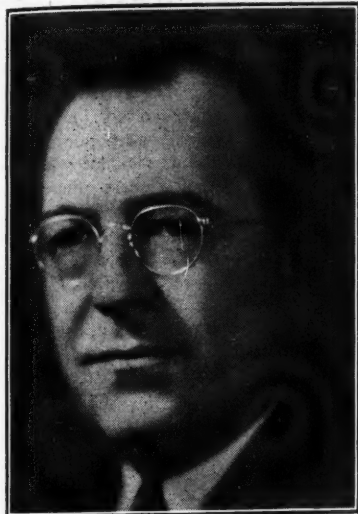
Name Dr. Albert Tormey

Dr. Albert Tormey, Madison, Wis., physician, was appointed medical director of the National Guardian Life to fill the vacancy created by the death of Dr. W. W. Gill.

LIFE AGENCY CHANGES

McKeough Named by Ohio National

A. E. McKeough, life department supervisor W. A. Alexander & Co., Chicago, general agent Penn Mutual, this week resigned to become Ohio National Life general agent in Chicago, opening another agency of that company in the city. John H. Evans, vice-



A. E. McKEOUGH

president, was in the city to make the appointment. Mr. McKeough is taking office in 1 North La Salle street.

He was with Alexander & Co. for more than 20 years, the last four years as supervisor. He was president Chicago Association of Life Underwriters last year, the year in which that group led in membership in the National Association of Life Underwriters. He was a member of the by-laws committee of the National association last year.

Prior to entering life insurance work he was manager of the claim department of the American Radiator Company. He was an outstanding personal producer.

He will build his new office from scratch, and will start a comprehensive program of developing brokerage as well as agency business.

Michigan Life Has New Home Office Agency Setup

DETROIT — L. J. Treanor, executive vice-president Michigan Life, has reorganized its home office agency, which is now known as the metropolitan department. The department has been divided into three divisions, each with its manager.

J. E. Burke, life insurance counselor in Detroit for nine years, becomes manager of the life division. He has been in the field 15 years, formerly having represented the Sun Life in Toronto and later in Windsor.

Collins Group Manager

J. P. Collins, supervisor of the hospitalization department, will also serve as manager of the group division of the metropolitan department. He is past president of the National Accident & Health Association and was agency supervisor of the National Casualty from 1929 to 1937, when he joined the Federal Life & Casualty. He went with the Michigan Life this year to handle its hospitalization insurance.

G. E. Reitzel, group accident and health representative of the National Casualty in Detroit for 12 years, becomes manager of the accident and health division. He is now president of the Detroit Accident & Health Association.

Roark San Antonio General Agent

The Pan-American Life has appointed James B. Roark as San Antonio general agent, with headquarters in the National Bank of Commerce building. Field Supervisor Ernest W. Wade will continue in his present capacity in southwest Texas.

Mr. Roark first entered life insurance at Leesville, La., after attending Louisiana State University. In 1917 he had the opportunity to head a general contracting company, and he followed this business until 1921, when he founded a general insurance agency in Laredo, Tex., and then proceeded to build it into the largest agency of its kind in that section. In 1929, Mr. Roark moved to San Antonio, and established a general fire and casualty agency there. He now represents 11 fire and three casualty companies, collecting approximately \$1,000,000 in premiums annually. Mr. Roark now adds a life department to his agency for the first time, and all life business will be written through the Pan-American.

Equitable Has New San Francisco Setup

SAN FRANCISCO—M. H. Casey, manager Equitable Society in northern California, is reorganizing his agency setup. James M. Hamill, an outstanding personal producer of the company here for 19 years, becomes assistant mana-



JAMES M. HAMILL

ger in charge of production and education. He succeeds A. W. Carne, who has been associate general agent.

F. B. Wiley, formerly joint district manager in Oakland with George Mortensen, has been named personnel director and will devote his efforts mainly to procuring, training and developing new organization. Mr. Mortensen takes sole charge of the Oakland agency.

Mr. Hamill was one of the organizers and original officers of the California Association of Life Underwriters and served as president of the San Francisco association in 1935-1936. At the conclusion of his term he received the "Heron Trophy" awarded by the association for outstanding service. He is now national executive committeeman. He was a speaker at the National association meeting two years ago.

Both Mr. Hamill and Mr. Wiley have spent their entire life insurance career with the Equitable.

Moves Savannah Office

The New England Mutual Life has moved its Savannah, Ga., agency to the

A SALES DEFINITION!

That Means Increased Sales To You!

Agents who fully understand and use Columbus Mutual's "Packaged Insurance Plans" are substantially boosting their earnings. But there are still many agents who are confused as



To Illustrate the DIFFERENCE

There's a lot of sales difference between a barrel of flour and a trademarked package of flour. The one has to be parceled out and sold. The customer has to figure out what he wants and then doesn't know exactly what he is getting. In the other, his demands are anticipated and conveniently "Packaged" and priced. Columbus Mutual's "Packaged Plans" are like the latter... and for the same reasons, are easier to sell.

to the meaning of "packaged plans." So let us explain! We do not refer to the old idea of supplying a list of benefits from which the agent is supposed to "parcel out" the desired features. Columbus Mutual, for example, offers the PAYMASTER package. Like one model of a refrigerator, it offers at a set premium a definite set of benefits... benefits that experience has proven a certain part of your market wants and WILL BUY. And, like different model refrigerators, a different package for each purse or purpose is offered. A new idea in insurance selling! An idea that clicks! Let us send you a portfolio of these "Packaged Plans." You will then see why sales increase if you do nothing more than display these packages to your clientele.

Address: JAMES A. PRESTON, Sales Mgr.

The COLUMBUS MUTUAL
Life Insurance Company
COLUMBUS, OHIO

MUTUAL TRUST

LIFE INSURANCE COMPANY



"AS FAITHFUL AS OLD BATHFUL"

Licensed in the East as well as the West:

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut
New Jersey
Ohio

Illinois

Michigan
Wisconsin
Iowa
Nebraska
Minnesota
North Dakota
California
Washington

One-third of its new business comes from the six New England States and other Eastern territory.

Men who believe they have general agency qualifications may obtain full particulars by addressing the agency department.

NOTHING BETTER IN LIFE INSURANCE

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FACKLER & COMPANY
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FRANK M. SPEAKMAN
 CONSULTING ACTUARY
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 E. F. Higgins
 THE BOURSE PHILADELPHIA

Complete financial data, policy facts, rates and values in the 1938 Unique Manual-Digest. \$5. National Underwriter.

Savannah Bank & Trust building. Harvey H. Wilson has been head of the agency since 1925. In 1918, he lived at Eatonton, Ga., where he formed a partnership with M. S. Shivers to represent the New England Mutual as district manager.

Carter to Postal Union

William H. Carter has been appointed home office agency manager for the Postal Union Life, with headquarters in the Postal Life building, Hollywood, Cal. Mr. Carter began his insurance career with the New York Life in Memphis in 1914. In 1916 he was appointed Tennessee general agent by the Bankers Life of Iowa, with headquarters in Nashville, Tenn. In 1922 he went to Los Angeles as general agent for the Central Life of Des Moines. In 1928 he opened his own office for insurance sales and advertising promotion work, as well as conducting a general brokerage business. Early this year he became special agent for the California Agencies.

Winterberg to Sioux City

Lee B. Winterberg, for the past five years district manager in Dubuque, Ia., for the Equitable Society, has been promoted to district manager in Sioux City. He served as president of the Dubuque Life Underwriters Association for two years.

Combine Oregon Agencies

R. P. Roberts, Northern Life district manager at Klamath Falls, Ore., has combined the Klamath Falls and Medford agencies. Offices will for the present be maintained in both cities.

Brock to Connecticut Mutual

William Brock, since 1936 a leading personal producer for the F. C. Whatley agency of the Aetna Life in San Francisco, has gone with the Connecticut Mutual Life as an assistant in agency supervision to W. V. Power, general agent.

Ivanovich Field Supervisor

Baldo Ivanovich, one of the leading producers of the San Francisco branch office of the San Francisco branch office of the Occidental Life, has been made field supervisor for northern California with headquarters in San Francisco. He has been with the Occidental five years.

Hartman Named Supervisor

Clifton C. Hartman has been appointed district supervisor in the Wilmington branch office by the Continental American Life. He went with the company a year ago after seven years as director of personnel of the Ferris Industrial School, Wilmington.

Names Bowersox Agency

The Connecticut General Life has appointed the Bowersox Insurance Agency Company as its manager in St. Louis and vicinity. C. E. Fritsche and O. G. Kiefer will be in charge of the life department.

Oakland Office Opened

The Guardian Life has now established a new agency in Oakland, Cal., with Manager W. G. Myers transferred from eastern Ohio in charge of the new unit. Manager N. F. Davis of San Francisco is supervisor of that territory. Mr. Myers is already located in the Bank of Commerce building, Oakland. He started as an agent in Akron, O., and later was placed in charge of the eastern section of the state. The Akron agency, eastern Ohio division, has been merged with the Cleveland agency. H. E. Korn of Akron has been appointed division agent in that city. T. S. Muir takes charge at Warren and K. C. Smith at Canton.

Anthony Bellegante of Madrid, Ia., has been appointed district agent of the Occidental Life for Boone and Dallas counties.

SALES MEETS

Boston Regional Is Held by Union Central

Union Central Life agents in New England attended a regional meeting in Boston at which a number of executives from the home office spoke, including Harry Shaffer, assistant superintendent of agencies, "Getting Organized in the Life Insurance Business"; Wendell Hanselman, superintendent of agencies, "Enthusiasm in Selling Life Insurance"; William Muhlberg, vice-president and medical director, "Trends in Present Medical Underwriting." Jerome Clark, vice-president, was an after-dinner speaker on "Prestige." About 85 field representatives from the New England states were present.

Syracuse Agency's Campaign

Over 70 members of the Syracuse agency of the Equitable Society met to inaugurate the October eastern department campaign in tribute to President T. I. Parkinson. During the meeting the appointment of several new lieutenant commanders for the "Arthur M. Lovier" Post of the Veteran Legion Corps was announced. Speakers were Agency Manager H. C. Nolting, District Manager H. A. Wedge, president Managers Association; District Manager M. R. Riskin and Group Service Supervisor J. F. Caplase.

Hold Mason City, Ia., Meet

The Mason City, Ia., branch office of the Central Life of Des Moines held an agency meeting at which the speakers were E. W. Clark, former Iowa commissioner; George Carlin, educational director, and A. L. Allen, field supervisor. New forms of policies were introduced. Jake Douglas is Mason City general agent.

Fitzgerald at South Bend

Edmund Fitzgerald, executive vice-president Northwestern Mutual Life, told 100 agents and their wives of the company's investment problems at an "achievement dinner," at South Bend, Ind.

In discussing recovery, he emphasized that "the purchase of life insurance is a benefit to the government recovery program because millions of dollars of insurance company funds are being invested in city bonds for WPA allotments."

H. L. Cramer, general agent, was host at the dinner and presented awards to sales contest winners.

Chicago Training School

Thirty-four agents of the Bankers Life of Iowa, representing nine midwestern states, were in Chicago last week attending the company's district training school under the direction of Ben Williams, assistant superintendent of agencies. This was the largest school conducted by the company, more having qualified in a 12 weeks period than at any previous time. All were new men, none having been under contract more than about five months. Average production for each agent during the qualification period was \$25,000, a minimum of eight applications for \$15,000 was required. Lectures and training sessions were held during the day with agents devoting the evenings to analyzing problems.

Regional Meeting in Denver

District agents and agents of the Northwestern Mutual Life from Colorado and Utah attended a regional meeting in Denver. Company officials in attendance were Edmund Fitzgerald, vice-president; Grant L. Hill, director of agencies; L. J. Evans, assistant director of agencies, and H. R. Ricker, assistant secretary. A. B. Ballah of Denver is general agent for Colorado and Charles Guilford, Salt Lake City, for Utah.

The WALRUS



Lord Bryce, author of The American Commonwealth and one time British Ambassador, was shy on knowledge of our Middlewest, said a recent article in New York Times magazine. Bert N. Mills, Bankerslife Secretary, knew differently. Reason: As a reporter on the Des Moines Capital he had interviewed Bryce at Grinnell College where he visited Jesse Macy, author of The British Constitution. During their many years of friendship Bryce came to know the Midwest very well. Times readers were set to right by a Mills letter which told how Bryce, being interviewed, turned the tables and put most of the questions himself.

—BLC—

Here's a newspaper anniversary to end all newspaper anniversaries—The Peking, China, Gazette, has been published in the same size—7½x4 inches—with the same number of pages (20) for 1,300 years!

—BLC—

Anent that "Kibitzers' Gallery" on the side of the new \$1,500,000 Bankerslife Home Office building (Associated Press told the nation about it not long ago), Philadelphia Public Ledger columnist Don Rose commented: "The Bankers Life Company has set the nation and contracting trades an admirable example. Its hole in the ground is for all to see in safety and comfort. Its steam shovels do not work in secrecy and privacy but aim to please their admiring public."

—BLC—

"Cherchez la femme" in Bankerslife's Madison, Wisconsin, Agency: Walter S. Filler, leading salesman of that Agency, disclosed the secret of his success to fellow salesmen when he related details of a contract entered into with Mrs. Filler—On each and every day Salesman Filler fails to obtain at least three bona fide selling interviews, he pays Mrs. Filler one dollar.

—BLC—

INDUSTRIAL FIELD NEWS

H. L. Drake Gives Views on Management Centralization

Keener competition and an enlightened public automatically force insurance companies to efficiency, said H. L. Drake, vice-president Empire Life & Accident, in his discussion at the American Life Convention's Industrial Section meeting. Insurance management in the future will be as efficient as possible because successful survival demands it. Centralization of management in the hands of one man is impossible while management by department heads can be carried to extremes. Authority must be delegated and the degree to which it should be delegated depends upon the abilities of the chief executive and the department heads. There can be no set rules as it depends upon the organization.

The home office must have definite expectations of each district manager's production, maximum lapse, not taken, and increase to issue ratios. A procedure of agency employment must be thoroughly developed and followed but the home office should only pass upon agency applications and not recommend. To go further means that finals will be attributed to the home office. Records should also be maintained to show whether the district is showing a profit or loss. To this extent the district management should be centralized. From that point on the manager must use his own personality in carrying out the company's plan. The agent's point of view must be kept in mind. The companies owe a great deal to their field forces which today are becoming more collectively minded. Recommendations for changed agency conditions should come from the home office and to do this the home office must be comprised of leaders who think ahead.

Citizens Home Prospers

Organized two years ago with Mason Manghum, formerly managing director of the Richmond Chamber of Commerce, as president, the Citizens Home of Richmond, industrial life company, now has a weekly income of \$3,500. The company is under the management of A. H. Ware, secretary-treasurer, formerly with the Home Beneficial at Richmond. So far it has confined its operations to Virginia with offices in Richmond and Norfolk. Agents from Richmond cover Petersburg. The company also has a staff of agents in Alexandria. Home office in Richmond is the Grace-American Bank building. Mr. Manghum formerly was rate counsel for the Virginia state corporation commission.

Western & Southern Changes

R. O. Leming, formerly Western & Southern superintendent at Shelbyville, Ind., detached from Columbus, was promoted to manager of the latter district. P. G. Lanning, manager at Columbus, O., South, has assumed special work at the home office. He is succeeded in Columbus by N. J. Ison, Terre Haute manager. G. W. Brimhall, Columbus, Ind., manager, succeeds Mr. Ison at Terre Haute. Victor Schnepfer, formerly superintendent at Huntingburg, was ad-

vanced to Vincennes manager. He replaces E. M. Guthardt at Vincennes, who has been appointed Springfield, O., manager to succeed R. E. Murphy, who is retiring temporarily because of ill health.

Washington National Puts Blandford in Charge of East

J. B. Blandford, assistant vice-president of the Washington National, has been made divisional manager of the eastern industrial division succeeding the late J. J. Krist, who was vice-president in charge of the east. Mr. Blandford will continue as assistant vice-president and will be located at the home office. He started in the insurance business with the Metropolitan Life in 1914 and joined the Washington National in 1923 at the home office. He was named assistant secretary in 1927 and assistant vice-president in 1934.

CHICAGO

Offer Certificates in Course

A clinic on life insurance selling is to be conducted for general insurance brokers by the H. G. Swanson general agency of the New England Mutual Life in Chicago, from Nov. 3 to Dec. 8. Sessions will be held in the agency office in the Board of Trade building Thursday afternoons from 4:30 to 6 p. m., with Mr. Swanson in direct charge. The course will stress the professional handling of life insurance in meeting the needs of men. To this end all brokers who are successful in passing this course will be awarded special certificates suitable for framing. These have been nicely prepared and are calculated to add to the brokers' prestige with their clients. The first meeting will be devoted to a study of life insurance as property and life insurance in action. Eugene Hayes, director of sales at the home office, will be the speaker. The Nov. 10 meeting will cover provisions of contracts, description of ordinary life, retirement income and family income contracts and their adaption; Nov. 17, continuation of this discussion and visualizing life situations, income options and their uses, with a guest speaker; Nov. 23, solution of life situations through life insurance, package selling, and a guest speaker; Dec. 1, continuation of the latter discussion, program selling, effective use of records, family check books, and audit and a brief explanation of the "C plus 1 plus 1/2 plus 1/4" and of "C plus 5"; Dec. 8, explanation of facilities which the agency offers, presentation of certificates and a guest speaker. There will be no charge for general insurance brokers.

Is Using Men Cashiers

The Phoenix Mutual Life is replacing women cashiers in metropolitan centers with men. Miss E. D. Jones, who has been cashier in the Chicago office for a number of years, is thus forced to retire. Miss Jones resides at 20 East Huron street. She has been connected with the Phoenix Mutual office in Chicago since June, 1924, most of the time being cashier. She carries the highest recommendations of Comptroller and Assistant Secretary D. N. Clark, Field Auditor F. E. Fricke of the head office and Manager R. A. Judd of Chicago. Miss Jones has paid particular atten-

tion to conservation. She had a very excellent record in keeping business on the books. She was especially adept in calling up on overdue accounts and because of her knowledge of insurance she was able to talk very intelligently to clients of the office.

U. S. Tax Claim Settled

LOS ANGELES—The federal government's claim of \$1,175,000 for back taxes for 1931-35 against the old Pacific Mutual Life was settled under stipulations by counsel for \$364,160, following a hearing here before Judge Ernest Van Fossan of the United States Board of Tax Appeals. The government's claim against the company was made on the basis of changes in rulings by the internal revenue commissioner.

At the time the company's returns were filed, the rulings permitted insurance companies to make certain deductions. In 1935 the Treasury department

amended its regulation to collect retroactively additional taxes.

When the Pacific Mutual was reorganized in 1936, a section of the reorganization agreement provided that the new company would assume any obligation of the old company to the government, as might be determined.

U. S. High Court Won't Review

The United States Supreme Court has refused to review a lower court decision holding that Prudential must pay \$10,000 under policies on the life of Henry Herold of Philadelphia. Herold was swimming at Atlantic City three years ago, while his daughter looked on, and has never been seen since. Prudential contended that Herold absented himself from his wife because of domestic and financial difficulties. There were no eye witnesses to prove he drowned and his body has not been found.

Pure Protection LOW COST Life Insurance

(WHOLE LIFE POLICY)

No Cash Values

Life Insurance in itself is inexpensive

We are proud of our THIRTY YEAR record of dependable service to our policyholders. During this time the country passed through the GREATEST WAR in history—the GREATEST EPIDEMIC and the GREATEST DEPRESSION. It has never been necessary to borrow money from the government or any other source to meet our obligations.

Attractive proposition to agents and brokers

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October 9, 1850 . . .

Mad bulls were among the hazards on which The United States Life had to figure when it first started underwriting risks. Today it is "mad drivers." Times have changed in 88 years, but not the liberal attitude which has become a cherished tradition of this Company in dealing with policyholders. Made possible by sound underwriting practice, its characteristic is promptness. For instance, to facilitate payment of claims maturing abroad, service offices have been established in key cities of many important countries. These service facilities open to agents the rich prospect field of foreign travellers, sojourners. A complete line of contracts, a growing domestic and foreign business.

Write for booklet "New Horizons"

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A plan for every purpose—
issued from ages
1 day to 15 years

- 20 Payment Endowment at Age 85
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- 20 Year Endowment
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SINCE 1848



Annual Renewable Term

Experience has shown that the regular forms of life insurance are the most desirable for the average policyholder. However, there are some prospects who insist on buying Annual Renewable Term Insurance. To serve them we have added the Annual Renewable Term Policy to our sales kit.

The Manhattan Life
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120 West 57th Street
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NEWS ABOUT LIFE POLICIES

By JOHN H. RADER

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and March respectively. PRICE, \$5.00 and \$2.50 respectively.

Prudential Raises Its Rates Slightly on Ordinary Forms

The Prudential has announced a number of important changes in connection with ordinary policies which will become effective Dec. 1. Ordinary premium rates for all forms of policies, except 10 and 15-year term and single premium policies, have been slightly increased, the increase in rates having been made necessary mainly on account of the lower rate of interest provided on policy loans. Extra premiums for continuous monthly income policies have also been increased. There has been no change in the premiums for the accidental death benefit and no change in immediate annuity rates. No change has been made in surrender values, except in connection with the cash surrender value of the deferred annuity included in continuous monthly income (self) policies.

Application and Policy Forms

New policy forms have been prepared providing for interest at the rate of 5 percent at the end of the year on policy loans. The guaranteed interest rate allowed on funds left on deposit has been reduced to 2½ percent. Instalment settlements, however, have been calculated on a 3 percent interest basis. A new basis has been adopted for settlements under option 2. Provision has also been made for the application of settlement options, where desired, upon surrender for cash at ages 55, 60 and 65.

Present rates and policy forms will apply only when the application and medical examination or non-medical declarations are completed prior to December 1, 1938. Because of the New York law, policies issued at old rates may not be delivered in New York after Dec. 31.

20 Year Term Policy

Beginning Dec. 1, the Prudential will issue a new 20-year term policy which utilizes the principle of the modified 3. This policy calls for an increase in premium after the first three years and, as in the case of the modified 3 policy, dividends available at such time may be ap-

plied to offset or minimize such increase. The policy will be issued with a minimum amount of \$5,000 and with a maximum identical with that for present 10 and 15-year term policies. The policy will be issued at ages 17 to 45, inclusive. The accidental death benefit may be added with a maximum of \$25,000. Waiver of premium will be included. The policy will not make provision for surrender values, but the conversion privilege will be the same as that included in 10 and 15-year term policies. The policy will not be issued with a substandard rating.

Juvenile Ordinary Policies

Also, beginning Dec. 1, the company will issue juvenile ordinary policies at ages under 10 on the endowment at 85, 20-payment life and 20-year endowment plans. The amount of insurance will start at \$100 at age one and increase by \$100 a year until age four. The amount then remains \$400 until age ten is fully attained when the amount becomes \$1,000. Where the age at issue is less than six months, the amount of insurance during the first policy year will be \$50. Applications may not be written, however, until the child is at least one month old. Waiver of premium provision will be included but will not become effective until the insured attains age 15. The accidental death benefit will not be available until the child has attained age 15, at which time requests for its addition will be considered. A policy cannot be issued on the life of a child who is already insured for any amount and not more than one policy may be issued in any case. Policies will be issued at standard rates only. The usual minimum first semi-annual or quarterly premium requirements will not apply to these forms. The child's signature in addition to that of the applicant should be obtained to Parts 1 and 2 of the application unless the child is unable to write because of age. Since the applicant is the purchaser and the owner of the policy, the contract gives him full control until the child attains age 21. At that time or at the prior death of the applicant, control passes to the child or the legal guardian of the child.

Retirement Annuities

The retirement annuity contract has been revised and the options at maturity changed. Hereafter this contract will be sold on the basis of "purchase price units" rather than "premium units." With the adoption of the new retirement annuity contract form a copy of the application will no longer be attached to the contract. There has been no change in the cash surrender values. Inclusion of waiver of premium on application has been discontinued. New application blanks have been prepared and should be used in each case where an application is completed on or after Dec. 1. Present contracts will be issued only when the application is signed and dated prior to Dec. 1, and received at the home office not later than Dec. 5.

New Texas Life Rate Book Has Many Novel Features

The new rate book of Texas Life combines several indexing ideas to make the book convenient for use. It is a loose-leaf book composed of 11 general sections indicated by A, B, C, etc. These are subdivided, so there is a total of 16 individual sections, each indicated by a marginal index. There is a blue insert at the beginning of each policy throughout the book, with colored paper used for some entire sections of information used most frequently. At the back of

the book there is an alphabetical index and an index by sections showing what information may be found in each.

The occasion for this new rate book is a moderate increase in all premiums at ages 10 and above with the exception of commercial ordinary life, and an increase in the surrender charges. There has been added 25 and 30-year endowments, retirement income at 60 and 65, and joint life policies.

The continuous monthly income settlement option has been revised by adopting the American annuitants select male table with 3½ percent interest, setting back the female ages four years. The accompanying table shows the new premiums at illustrative ages for four of the old policy forms and for the two new retirement contracts.

Age	End. 85	20 Pay Life	20 Year End.	Life pect-ancy	Inc. 60	Inc. 65
10	\$11.50	\$18.99	\$39.70	9.49	\$16.84	\$14.35
15	12.58	20.33	40.00	9.49	19.55	16.31
20	14.02	22.06	40.47	10.40	23.46	18.91
25	15.82	24.08	40.94	11.41	28.19	22.30
30	18.13	26.53	41.58	13.04	34.77	27.21
35	21.19	29.60	42.59	15.00	44.41	33.50
40	25.29	33.45	44.13	18.16	59.25	42.61
45	30.84	38.41	46.63	22.05	84.99	56.60
50	38.52	44.98	50.76	27.53	137.57	80.74
55	49.18	58.96	57.52	36.34	...	129.51
60	64.27	66.66	68.44	48.88

Fidelity Mutual Is In Juvenile Field

Fidelity Mutual is the latest to enter the juvenile insurance movement. Four forms are offered: Ordinary life, 20-payment life, 20-year endowment and endowment at age 18, to be issued on the lives of children from one month to 9 years and six months of age. The death benefit is graded so that it produces \$100 for each year of attained age at death with \$50 being payable the first year on policies issued prior to age 1.

For an additional premium depending on the age at entry of the insured and the applicant (parent or guardian) either one of two supplementary agreements may be attached to the policy. One provides for waiver of premium in event of death of the applicant, while the other provides for waiver of premium in event of either death and total and permanent disability of the applicant. In either case, only those premiums prior to the anniversary of the policy nearest the insured's 21st birthday are waived. The agreement providing for waiver of premium in event of death alone is available to both male and female applicants but the disability feature is governed by the regular disability rules. As a rule, the waiver of premium benefit of either type will be included only in cases where the child is dependent on the applicant for support. Some rate examples are given herewith:

Age	Ord. Life	20 Pay	20 Yr. End.	Age 18
0.....	\$12.77	\$21.04	\$44.75	\$50.22
1.....	12.94	21.43	45.50	54.47
3.....	13.33	22.10	46.12	63.52
7.....	15.67	22.60	46.31	74.77
9.....	14.09	23.17	46.44	90.09
9.....	14.54	23.75	46.60	112.19

Connecticut Mutual's Interest, Option Changes

Changes announced this week by the Connecticut Mutual Life include the reduction of policy loan interest to 5 percent, an increase in surrender charges, a 2½ percent guaranty under the interest option and revision of the life income option, the retirement income contract and guaranteed endowment annuity to bring them more nearly in line with the current annuity rates.

Monumental Life Annex

The Monumental Life of Baltimore has begun the erection of an annex to the main building. The cost is estimated at \$450,000. The ground is now being cleared, the improvement calling for the demolition of houses north of the original lot. Bids for construction are to be in by October 20.

NEWS OF LIFE ASSOCIATIONS

Pittsburgh Stages Big Sales Congress

PITTSBURGH.—Approximately 600 attended the all day sales congress of the Pittsburgh Life Underwriters Association.

James G. Anwyl, general agent Phoenix Mutual Life, Buffalo, N. Y., suggested that agents carry a definite idea as to what they are going to say when approaching a prospect, while avoiding a memorized "canned talk." Tell the prospect something that is particularly appropriate for him, he urged.

Max M. Matusoff, agent Mutual Benefit Life, Cleveland, described the means of building prestige through service. In giving the policyholder service, whether servicing his policy or furnishing him with information he should surely "develop the feeling that you are doing something for him, rather than the impression that he is doing something for you," Mr. Matusoff advised agents.

Duff Confers Degrees

William M. Duff, president and manager of the Edward A. Woods Company, general agents Equitable Society, and vice-president American College of Life Underwriters, conducted C. L. U. conferment exercises.

The Borden & Busse sound film, "How to Win a Sales Argument," stressed six rules to be observed by salesmen in meeting a prospect's objections.

"Buymanship," said R. B. Coolidge, superintendent of agencies Aetna Life, is leading the prospect to see the shortcomings of his present possession, whether it be life insurance or some other commodity, thereby inducing him to sell himself. This must be done tactfully to avoid creating antagonism, he warned.

Life Men Answer Critics

George H. Harris, director of public relations Sun Life of Canada, said life insurance men are beginning to fight attacks upon the business by acquainting the public with the services and benefits of life insurance.

"Court House Dollars," a pantomime portraying the part life insurance plays in the disposition of an estate, written by Laffin C. Jones, agency department assistant Northwestern Mutual Life, was presented. Albert F. Randolph, supervisor Penn Mutual, was chairman for the presentation and Wilbur Disney, Home Life of New York, director.

South Dakota Meet Brings Out Much Valuable Material

The sales congress of the South Dakota Association of Life Underwriters at Sioux Falls was a pronounced success. Earl W. Lemonds of Sioux Falls is president. Earl Flanagan of Huron, vice-president, responded to the welcome. Mr. Lemonds presided at the first session. Tom Murphy of Watertown, a vice-president, was in charge of the next session. Insurance Commissioner P. J. Dunn brought greetings. Clark L. Hansen of Sioux Falls, district manager Equitable Society, spoke on "Ideas That Have Helped Me." P. H. McDowell, vice-president and trust officer Northwest Security National Bank of Sioux Falls, had as his topic, "Wills and Trusts as Applied to Life Insurance." W. A. Hinshaw of the American Mutual Life of Des Moines, a field man, spoke on "Rural Selling."

At the banquet the main speaker was General Counsel C. P. Peterson of the Bankers Life of Lincoln. At the third session another vice-president, LeRoy Crawford of Aberdeen, presided. Louis Kelehan of the State Farm Life spoke on "Motivating Life Insurance." W. J. Harris, chief actuary Policyholders Na-

tional Life, Sioux Falls, gave an address on "Modern Actuarial Problems." Andy Palm of the State Farm Life of Huron gave a talk. Mr. Lemonds is district agent of the Equitable Life of Iowa. A. E. Jensen, president of the Sioux Falls association, was chairman of the local arrangements committee. There were 68 agents present from South Dakota, Iowa and Minnesota.

Boston Opens Fall Season with Bendiner Talking

BOSTON.—The Boston Life Underwriters Association and Boston C. L. U. chapter opened fall season with a joint meeting. Irvin S. Bendiner, New York Life, Philadelphia, discussed the placing of business insurance as an economic and social follow-through for the progressive man or firm.

President Wallace N. Watson presented certificates to four general agents who had enrolled their offices 100 percent in the Boston association: Joshua B. Clark, State Mutual; J. S. Braunig, Massachusetts Mutual; J. E. Bogardus, Union Mutual, and Clyde F. Gay, Aetna Life.

Ralph Sanborn, chairman insurance division of the Salvation Army, discussed the drive for funds and his brother, Paul Sanborn, was introduced as the new head of the Million Dollar Round Table. Clarence W. Wyatt, John Hancock, was introduced as the new national committeeman.

Dr. David McCahan, dean of the American College of Life Underwriters, conferred C. U. L. degrees on 10 graduates.

President Watson announced the following program for future meetings. Nov. 3, John Hancock auditorium, playlet, "John Q Agent on Trial"; Nov. 17, talk by J. S. Braunig, general agent Massachusetts Mutual; Dec. 15, annual meeting and dinner, National association speakers.

Indianapolis to Stage Clinic Series on Life Insurance

Indianapolis is to have a comprehensive series of 12 life insurance service clinics it was announced at a breakfast meeting of the Indianapolis General Agents & Managers Association. The clinics are to cover nearly all phases of up-to-date insurance service to the public, and underwriters completing the entire series are to receive a certificate of graduation, according to Ralph L. Colby, general chairman. The project is sponsored jointly by the Indianapolis Association of Life Underwriters and the Indianapolis General Agents & Managers Association.

Carl F. Maetschke, president managers association, presided. Hilbert Rust, president of the Indianapolis Association of Life Underwriters, introduced the speakers who outlined the various preliminary features of the clinics. They were H. E. Nyhart, executive chairman, and the following committee chairman: Emmet Smith, arrangements; Joel Traylor, attendance; Jean Black, demonstrations; Harry V. Wade, enrollments ordinary division; E. B. Harris, enrollments industrial division, E. M.

Spence, faculty, and L. L. Holmes, printing.

Members of the executive committee directing the clinics are Mr. Colby, Mr. Nyhart, W. J. Greener, Claude Jones, J. E. Craigie, Mr. Maetschke, and Edward A. Krueger.

Wisconsin Association Has Conference in Madison

MADISON, WIS.—Officers and directors of the Wisconsin State Association of Life Underwriters met here with R. L. Hesse, Madison general agent Lincoln National, state president, as chairman. New committees were announced. The Wisconsin association now has 11 local organizations affiliated.

Speakers were Dr. R. E. Wyatt, educational director American College of Life Underwriters; Dean Elwell, of the school of commerce; Bayard Taylor, professor of finance, and E. A. Gaumnitz, professor of insurance at the University of Wisconsin, where the new insurance course now permits students to major in life insurance in the school of commerce. They explained the course and the plans of the university with reference to life insurance educational work. The Wisconsin state association

has been one of the main factors in securing the insurance courses at the university.

Form New Minnesota Units

MINNEAPOLIS — J. D. Serrill, president of the recently organized Minnesota Life Underwriters Association, reports progress in forming regional units. He assisted in forming a local at Austin, Minn., at a meeting attended by about 30 life agents in that area. Another local is being formed at Albert Lea. Locals already established at Duluth and Rochester have affiliated with the state association.

It is planned to hold a state-wide meeting late this fall to complete organization of the state association.

Appoints Co-Chairmen

James H. Brennan, general agent Fidelity Mutual Life, general chairman membership committee Chicago Association of Life Underwriters, has appointed George Huth, Provident Mutual, and W. H. Siegmund, Connecticut Mutual, co-chairmen. Mr. Huth with a committee of ten will direct the solicitation of new members through industrial company offices and Mr. Siegmund with a committee of 24, through ordi-

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★ Sell insurance the easy "Streamliner" way. Just watch how this beautiful new cash cumulator overcomes sales resistance—it turns cold prospects into clients on the first visit. This coin bank is both an opener and a closer. Write for full information and sample sales talk telling you how to ride the "Streamliner" to greater sales.

Sample sent postpaid on receipt of \$1.25.
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The "Streamliner"—most modern coin bank on the market. Made of plastic and steel—five beautiful colors. A coin a day keeps the calendar up-to-date.

Industrial Assistant Superintendents and Agents

We are looking for producers—having openings for Superintendents (which with our Company is the same as a detached Assistant with an Industrial Company), also agents who are looking for a future.

Superintendent's guarantee \$150.00 per month with an overwriting of 10% on all Ordinary, as well as times on all Monthly Premium increase.

We pay no guarantee to agents, but our times on increase the first year equal 34½ times industrial; 2nd year, 39 times; 3rd year, 43½ times; 4th year, 47½ times; and 5th year and thereafter 52 times.

Commissions on collections on debts range from 15% to 20% with debts collected once a month. Ordinary commissions 65% graded with renewals as long as you remain with the Company.

Our policy contracts are not surpassed by any Company. We issue regular Ordinary policies on the monthly payment plan with premiums as low as 21c per month. Our policies have cash surrender, loan, paid-up and extended insurance values after three years.

We have openings in Indiana and Michigan for live wires. If you can qualify and desire to make a connection with a Company which recognizes ability write giving full particulars as to your insurance experience in strict confidence to A. S. Burkart, Vice President, Conservative Life Insurance Company of America, South Bend, Indiana.

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Definite Territory, under
Home Office Registered Contracts!

GEORGE WASHINGTON LIFE INSURANCE COMPANY

of Charleston, W. Va.

LEE WARREN JAMES, PRESIDENT



nary agencies. Appointments were made at a committee meeting last week.

Members of the Chicago association have been invited to offer ideas for a theme song to be used in connection with the golden jubilee celebration in December. A prize will be given for the best submitted. The National association is offering a \$500 prize for the best song written for the National golden jubilee celebration next year.

Advertise in Court Reporter

The Dayton (O.) Life Underwriters Association has been publishing a series of advertisements in the "Daily Court Reporter" of Montgomery county.

The names of the officers of the association appear in the advertisement and the names of all members of the association, by company designation. The copy reads that members of the association look upon their work in a professional way and that they find that only a few men have wills and that many wills now in existence should be remade. The association advises the reader to make a will before Thanksgiving Day, 1938. A competent lawyer should be consulted, the advertisement states. A schedule is given showing the distribution of real estate and personal property in Ohio of persons dying without a will.

Shreveport, La.—One of the largest crowds in the history of the association turned out to hear Clyde C. Warfield, Great Southern Life, Tyler, Tex., a member of the Million Dollar Round Table, talk on "Clientele Building." President M. O. Carter, Jefferson Standard Life, presided. The association plans a meeting honoring agents who have been in the business 25 years or more. Dave H. Powell, Aetna Life, was named chairman of committee on arrangements.

Salt Lake City—F. Edward Walker, United Benefit Life, president Utah association, and L. S. Wood, Beneficial Life, reviewed the national convention at Houston. E. M. Peterson, Business Men's Assurance, sang and Bertrand Wil-

lis, Beneficial Life, led the community singing. The committee on education reported 40 enrolled for the C. L. U. study course at the University of Utah.

Toronto—W. J. Dunsmore, agency manager Equitable Society in New York City, was the speaker this week, on "What Price Success?" He is not only agency manager but a million dollar producer. He organized the first C. L. U. school in New York and was the first president of the New York chapter.

Grand Rapids, Mich.—Ernest W. Owen, Detroit manager Sun Life of Canada, gave his talk on "Thirteen Keys to Success."

Austin, Tex.—Dr. W. H. Irons, assistant professor of business administration, University of Texas, discussed "Inflation as Related to Life Insurance." He said that while the United States is more inflation-proof than any other nation in the world, yet the threat of inflation would affect life companies because of its effects upon their assets and because inflation necessarily increases the expenses of these companies, as it does the expenses of other business institutions.

Dr. Irons said life insurance should be considered as an investment on a basis of life expectancy and not on the basis of a short term investment.

President Rathbone has appointed a committee to study the feasibility of forming classes to prepare for the C. L. U. examinations.

Abilene, Tex.—The association is sponsoring C. L. U. courses under the direction of Prof. J. C. Smith of the business administration staff of Hardin-Simmons College and his associates. Dr. A. L. Boerck, director school of business administration Texas Christian University, Fort Worth, active in promotion of C. L. U. work there, attended the opening of the classes.

South Bend, Ind.—The new officers and directors were introduced. William Klusmeyer, Western & Southern, reelected president, presided. The main speaker was E. S. Rappaport, Pacific Mutual, Chicago, on "Legal Reserve Life Insurance vs. All Others." He brought out the solvency and dependability of legal re-

serve life insurance, the record of achievement made by such companies and the type of service rendered to the public as compared to the operations of the assessment and term insurance advocates.

Special guests were: F. M. Allen, South Bend superintendent of schools; M. E. Doran, Democratic chairman for St. Joseph county; Joseph Stephenson, publisher South Bend "News-Times," as well as president of the Conservative Life of South Bend; Miss A. M. Peck, South Bend city librarian, and Miss Melsner of the Better Business Bureau of the Association of Commerce.

Vincennes, Ind.—A new association has been organized with these officers: President, R. C. Gibson, Lincoln National Life; vice-president, R. H. Whitman, Prudential; secretary-treasurer, Hugh Willmore, National Life, Vt.; directors, F. H. Beach, John Hancock, and P. S. Windmann, American United Life.

At the first regular meeting 25 members and guests were present. Homer L. Rogers, president of the Indiana state association, was the principal speaker.

Denver—More than 100 attended the first fall meeting. Highlights of the Houston convention were given by A. J. Gillis, Pacific Mutual; Isadore Samuels, New England Mutual, and J. Stanley Edwards, Aetna Life.

Flint, Mich.—C. C. Martin, superintendent of the Northern Life of Canada, gave a talk on "Property—Not Life Insurance." M. L. Schmidt, Flint manager of the Northern, presided.

Trenton, N. J.—S. J. Foosaner, Newark attorney, addressed a dinner meeting on "Life Insurance in Industry." He is chairman of the New Jersey Bar Association committee on life and health insurance. Officers of the New Jersey state association were special guests and a state association membership drive was inaugurated.

Ottumwa, Ia.—James E. Rutherford, general agent Penn Mutual, Des Moines, and president of the Iowa state association, addressed a dinner meeting.

Chicago—Judge J. F. O'Connell of Chicago, former probate judge of Cook county and previously assistant state's attorney, will speak at a luncheon Oct. 28 on "The Value of Insurance." An open forum will follow.

Montreal—J. A. Sully has been elected to head the managers group of the Montreal association. J. G. Parker, general manager and actuary of the Imperial Life, was the speaker at the luncheon meeting this week on "Life Insurance as Property."

the all day sales conference held by the John W. Yates general agency here.

Harry R. Van Cleve repeated his "I = N. X E. X B." talk which he gave at Houston, and H. G. Mosler, president Los Angeles Life Underwriters Association, told of the highlights of the Million Dollar Round Table. Prof. Floyd F. Burtchette, University of California at Los Angeles, spoke on "Writing Life Insurance Through Tax Approach." M. J. McCord, Los Angeles general agent Columbian National Life of Boston, spoke on "We Must Compete."

Robert Woods, associate general agent, presented the theme talk of the conference, which was that never have the agents had such an opportunity to be of service to the approximately 15,000 policyholders of the company in California in advising them of the changes that will occur in the company's policies at the opening of the new year. Mr. Behan was the concluding speaker.

Guarantee Mutual Has New Northern California Setup

The Guarantee Mutual Life of Omaha is aggressively pushing agency activities in California under the direction of Dwight E. Keider, western superintendent of agents. W. J. Yuvan, for the past two years northern California general agent with offices in Oakland and San Francisco, has appointed Warren E. Ogden assistant general agent for northern California, the agency to be known as Yuvan, Ogden & Associates.

Mr. Yuvan started in life insurance in 1930 as an agent of the Equitable Life of Iowa in San Francisco. He was the leading producer of that agency and in 1936 became general agent of the Guarantee Mutual. Mr. Ogden started in Omaha as an agent of the Sun Life. Later he went to Los Angeles for that company and four years ago joined the Occidental Life as general agent in Fresno. In 1936 he was transferred to Portland as general agent for Oregon. Late in 1937 he became sales instructor George R. Stiles agency of the Mutual Benefit Life in San Francisco. He is a graduate of the University of Nebraska law school and a member of the bar in Nebraska.

Vice-president A. B. Olson of the Guarantee Mutual spent last week in San Francisco completing arrangements for the new northern California agency.

Glines Succeeds Waugh

Earl E. Waugh, in charge of the San Francisco claim zone office of the Pacific Mutual Life for eight years, has resigned to enter the practice of law in association with Byron Arnold, devoting his time largely to insurance litigation. Derol Glines, who went to San Francisco from the home office a year and a half ago, succeeds Mr. Waugh.

Hiner Heads C. of C. Group

O. L. Hiner of Walker & Hiner, general agents United Benefit Life and Mutual Benefit Health & Accident, has been appointed chairman of the insurance committee of the Salt Lake City chamber of commerce. Other members are Commissioner Neslen, G. J. Cannon, Beneficial Life; E. A. Bjorklund, U. S. F. & G.; C. E. Becktel, Mutual Life, New York; C. E. Marcusen, Pacific National Life; W. D. Brown, Prudential; F. E. Walker, Walker-Hiner agency; W. J. Lowe, attorney; D. G. Kenning, Kenning Insurance Agency; Frank Salisbury, Western Life; H. Y. Kasai, New York Life; E. H. Miller, Tracy Loan & Trust Company.

The committee is pledged to work for an increased appropriation from the state legislature for the insurance department and a bill "with teeth in it" for supervision and regulation of the activities of life companies and associations doing business without the financial responsibility required of all legal reserve life companies.

The Akron, O., agency of the Ohio State Life gave a dinner with agents from several counties in attendance. W. V. Woollen, agency supervisor, spoke.

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Secures More Interviews!*



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AN "APP" A DAY THE CALEMETER WAY

COAST

Robert L. Walker Joins Walter Shepard

LOS ANGELES.—Superintendent of Agencies F. W. Gale of the Lincoln National Life was the principal speaker at the general agency meeting of the W. T. Shepard agency, when the life expectancy policy and mortgage redemption plan were under discussion. His address was particularly appropriate in connection with the company's drive to get into the billion dollar class.

General Agent Shepard read a telegram from the home office saying that the Los Angeles agency ranked second for business in September and that California led all the states during the same period.

Mr. Shepard also announced the appointment of R. L. Walker as assistant general agent. For the past year and one-half he has been the Los Angeles general agent of the Home Life of New York, and before that time had been in charge of the development of the Long Beach and Hollywood units of the Aetna Life as assistant general agent.

Behan Honored at Los Angeles

LOS ANGELES.—Vice-President Joseph C. Behan of the Massachusetts Mutual Life was the guest of honor at

LEGAL RESERVE FRATERNALS

Land Is Named President of American Group

Representatives of 30 fraternal societies, members of the American Fraternal Congress, at the second annual meeting held this week in Chicago, considered the possibilities of selling group disability insurance in connection with their fraternal life policies. Representatives of the North American Accident of Chicago explained how this coverage operates. The premium would be 85 cents a month, which would be collected and remitted by lodge secretaries without collection charge.

Some of the fraternal societies write accident insurance and also a few write disability, but the group disability plan offers the advantages of very low premium rate usually placed on a monthly payroll deduction basis.

The name of the congress was changed to American Fraternal Institute to avoid confusion with the many fraternal congresses over the country.

Mr. Land, field organizer of the North Star Benefit, Moline, Ill., was elected president.

Now Have 30 Societies

D. T. Winder, secretary-manager, reported representatives of only seven societies met at the organization meeting in Chicago, April 21, 1937, and 14 were affiliated, but now there are 30. The institute has appealed specially to foreign language and working men's fraternal societies. The affiliated societies are: Alianza Hispano-Americana, American Workmen Life, Association of Lithuanian Workers, Central Verein, G. U. G. Germania; Conselho Supremo, Da I. D. E. S.; Federation Life, Free Sons of Israel, German Beneficial Union, Pittsburgh; German Order der Harugari, Grand Carniolian Slovenian Catholic Union, Hungarian Reformed Federation, International Workers Order, Italo-American National Union, North Star Benefit, Order Sons of Herman, Texas; Polish Alma Mater of America, Polish National Alliance, Polish Union of America, Russian Consolidated Mutual Aid, Russian Independent Mutual Aid, Slovak Evangelical Society, Slovak Gymnastic Union Sokol, Slovene Progressive, South Slavonic Catholic Union, St. George Fraternal, Tatra Slovak Union, United Danish Societies, United Order Wolga Germans, Unity of Bohemian Ladies, Workmen's Sick & Death Benefit Fund.

It is planned to have various sections, similar to those of the National Fraternal Congress and American Life Convention, devoted to medical, actuarial, field, financial, etc., interests.

A. F. Soska, president Polish Alma Mater, Chicago, the retiring congress president, reported membership increased 114 percent in a year.

Joseph T. Spiker, treasurer, Polish National Alliance, Chicago, is treasurer of the American Fraternal Institute.

Society Heads Attend

A number of fraternal society heads were present, including besides President Soska, Leonard Simutis, Lithuanian Roman Catholic Alliance, Wilkes-Barre, Pa., and editor "Lithuanian Daily Friend," Chicago; Mrs. A. L. Strohmayer, Unity of Bohemian Ladies, Chicago, and Carl Gerner, president United Danish Societies, Kenosha, Wis. Louis

Gleerup, secretary of Mr. Gerner's society, also attended.

Secretary Winder spoke on the history of life insurance, dating back to its founding in 1845, and the beginning of fraternal life insurance in 1868. At luncheon he discussed the U. S. selective service national defense program, having just returned from a tour of duty at Ft. Sheridan, Ill., as major in the marine corps reserve.

Ben Hur Convention on at Home Office

The Ben Hur Life of Crawfordville, Ind., held its quadrennial national convention there for three days this week. President John C. Snyder headed the home office staff which served as hosts. Governor Townsend of Indiana and Rabbi Jacob Tarshish, famous on the radio chains as the "Lamplighter," were featured speakers.

In connection with the convention a handsome brochure, profusely illustrated, was published giving history of the order. It presented pictures of the various officers, of the large, modern home office building and of the Ben Hur Home on a tract of 100 acres near Crawfordville, devoted to caring for aged members.

President Snyder has been an active worker in the order since it was founded in 1894. He organized its first local lodge. Later he served on the executive committee, as supreme organizer, national secretary, and since 1923 as president. He is a past president of the National Fraternal Congress.

Edwin M. Mason, secretary, took prominent part in the convention. He started as auditor in 1906 and became secretary in 1923, having charge as well of the home office staff.

Other officials taking part were W. W. Goltra, treasurer; Walter M. Curtis, actuary; Dr. W. L. Straughan, medical director; W. L. Denman of the executive committee. The Ben Hur derived its name from the title of the famous book by Gen. Lew Wallace. The founder was David W. Gerard, and associated with him was Frank L. Snyder, brother of John C.; S. E. Voris, general insurance man and later mayor, and Dr. J. F. Davidson, who became the first medical director. The past presidents include David W. Gerard, Col. L. T. Dickason, Ira J. Chase, former Indiana governor, and Dr. R. H. Gerard, son of the founder.

Waykins Elected President of Nebraska Congress

LINCOLN, NEB.—The Nebraska Fraternal Congress at the annual meeting elected A. C. Waykins, Omaha as president to succeed F. J. Cassidy, Lincoln. More than 100 delegates attended. Mrs. Lena Herre, Fremont, was elected first vice-president; W. H. Carson, Lincoln, second vice-president; Elmer Christensen, third vice-president, and Mrs. Ruth Marhenke, Lincoln, secretary-treasurer. B. C. Marks of Fargo, N. D., president A. O. U. W. and past president National Fraternal Congress, in an address said adversity of the past few years in the United States and public consciousness toward the European situation had caused a revival in fraternal society activities. The fraternal spirit is intensified by national affairs which make persons conscious of the value of unity, he said.

Judge Jones Parker of St. Louis, great commander of the Maccabees in Missouri, said that while so far Nebraska is one of the few states that has not enacted or attempted to enact legislation to curb activities of fraternal organizations in the state must be alert to prevent restrictive legislation.

Greetings were wired by Mrs. Dora Alexander Talley, past president N. F.

C., head of the Woodmen Circle, Omaha, who was unable to attend as scheduled. The 1939 convention will be held in Omaha.

Napier Again Named Head

ST. LOUIS—M. F. Napier was re-elected president of the Missouri and southern Illinois federation of the Aid Association for Lutherans at the annual convention here. E. G. Frank was elected vice-president, and C. E. Rose re-elected secretary-treasurer. E. C. Schlicheing and W. C. Schrader were elected members of the executive committee and A. E. Ritzman, Louis Rau, C. C. Zschoche and Walter Thiele were re-elected on that committee.

Many Attend A. L. C. Meeting

A number of fraternal society leaders were in Chicago last week as observers at the annual meeting of the American Life Convention. In the last few years there has been growing a close bond between that organization and the National Fraternal Congress due to realization of the community of interest. C. L. Biggs, president of the N. F. C. and national recorder Maccabees, Detroit, was an interested spectator, and Earl Akey, Maccabees investment counsel, was on to sit in the A. L. C. financial section meeting. John H. Stock of Chicago, Illinois manager Maccabees and president Illinois Fraternal Congress, attended the agency section's meeting. J. V. Abrahams, secretary Security Benefit and member N. F. C. executive committee, attended, as did Mr. Harrington of the Woman's Benefit, Port Huron, Mich. Foster F. Farrell, executive secretary-manager N. F. C., was spokesman for the societies in extending greetings to the A. L. C.

Much Wrangling at Trial in Phoenix, Ariz.

PHOENIX, ARIZ.—Federal Judge Ling on the resumption of the trial of 13 former officials of the old Pacific Mutual Life denied renewal of motions for dismissal of the case, and for a demurrer against the sufficiency of the indictment.

At the opening of the session Assistant Attorney General Foster read the indictment to the jury and then there was placed in the records the written list of stipulations agreed upon by counsel for all sides.

The first government witness was Mrs. Ellen Heinze, who was secretary to S. F. McClung, one of the defendants. Practically the whole of one day and part of the next was taken up with wrangling among counsel over the admissibility of books and records.

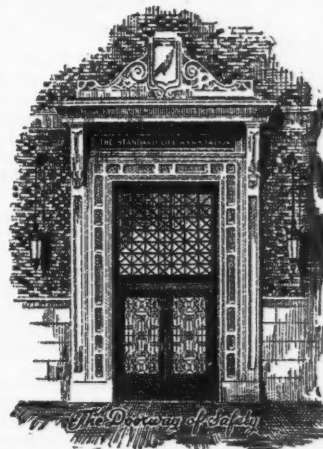
The government called Russell Harriman, formerly assistant counsel of the old company, who testified regarding books and records, and W. A. Barr, assistant cashier of Union Bank & Trust Co., who gave testimony on banking matters.

The government, during the first two

days of testimony, was laying the foundation for charges that some of the asserted frauds were committed through the formation of an employees' stock syndicate.

On the third day the reduction of interest rates on loans was brought to the front and reductions from 6 percent to 2 percent and others from 4 percent to 2 percent were testified to, with the information that it had been a practice of Los Angeles banks to make such reductions under certain contingencies.

This was brought out while the government was endeavoring to show that Union Bank & Trust Co. had loaned George I. Cochran and the George I. Cochran Corp. hundreds of thousands of dollars with the purpose of keeping 3,302 shares of stock of old Pacific Mutual from being placed on the market. The government charged that the present indebtedness of the Cochran Corp. to the bank is \$140,000, partly secured.



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GEO. R. ALLEN President JOHN V. SEES Secretary
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Insurance in Force.....187,282,180.00

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THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society

Bina West Miller Supreme President Frances D. Partridge Supreme Secretary

Port Huron, Michigan

VIEWED FROM NEW YORK

By R. B. MITCHELL

New York Deputies Named

Appointment of G. H. Jamison, Raymond Harris and J. D. Whelehan as New York deputy superintendents is announced by Superintendent Pink. The first two will be at the Albany office. Mr. Whelehan will be at the office at 80 Centre street, New York City. Each has served on the staff of the department for a number of years. Mr. Pink has accepted the resignation of Lester Weil as attorney for the bureau of liquidations, conservations and rehabilitations.

Plans for consolidation of the liquidation work of the department also are announced by Mr. Pink. For some time the desirability of consolidating the liquidation bureau, the old National Surety in liquidation and the title and mortgage bureau has been recognized. This consolidation now appears practicable and Superintendent Pink expects to effect the amalgamation by Nov. 1, with liquidation activities centered at 160 Broadway.

Mr. Whelehan practiced law in Rochester until May, 1932, when he was appointed an attorney for the superintendent of insurance as liquidator of the Southern Surety. He served as attorney in the liquidation bureau until Aug. 2, 1933, when he was appointed special deputy superintendent.

Mr. Jamison entered the department in 1918 as an examiner. His work as an examiner carried him into the life, casualty, fraternal, Lloyds and inter-insurers' fields. Prior to 1918 he had been in the liquidation bureau for four years as attorney. In 1920 he went to Albany as assistant chief examiner in the cooperative fire and life bureau. In 1923 he became chief of the bureau and carried on in that position until July, 1937 when he was appointed acting deputy superintendent. He is a gradu-

ate of Cornell University. Mr. Jamison will be the supervising deputy in charge of the licensing of agents, brokers and public adjusters and will assist T. J. Cullen, deputy in charge of the Albany office, in the administration of other affairs.

Mr. Harris assumes one of the two civil service deputyships in the department as a result of finishing first in a competitive examination for the position. He joined the department as a clerk in 1914 immediately following his graduation from New York University. In 1915 he was placed in the life bureau where he is now the ranking examiner. He received his training under Nelson B. Hadley, former chief of the life bureau.

J. P. Traynor, deputy superintendent heretofore in charge of the administration of the liquidation units, will take active charge of the administrative work of the liquidation bureau and the title and mortgage bureau, combining this work with his other duties as deputy superintendent.

R. W. K. Anderson will continue as assistant special deputy superintendent in the work of the old National Surety in liquidation and A. C. Bennett continues in charge of the legal work of the insurance companies in liquidation at the 111 John street office of the department.

Sheppard Homans Honored

Agents in the Prosser & Homans agency, Equitable Society, New York City, conducted a campaign during September for Manager Sheppard Homans, who celebrated his birthday anniversary Sept. 24. The submission of completed business by any agent qualified him to attend the birthday party held Oct. 7 at the Englewood Golf Club. There were 52 agents qualified who submitted a total of 127 applications totaling \$939,624. The group volume was \$635,000. From the home office went President T. I. Parkinson, Vice-president W. J. Graham, Vice-president Mervyn Davis, Assistant Secretary Carroll, Merle Gulick and Douglas White of the group department. From other companies came Managers Julian S. Myrick, Mutual Life; R. H. Keffer, Aetna Life; Gerald Eubank, Prudential; Arthur Schmidt, New England Mutual; Edward Allen, New England Mutual; Arthur Youngman, Mutual Benefit; J. M. Fraser, Connecticut Mutual. Henry Drouet led in paid volume, Joseph Borden in paid premiums and William Chase in completed cases.

Associated with the agency is Mr. Homan's son, Eugene. Sheppard Homans started with the Equitable Society 40 years ago with Seward Prosser. The latter is now chairman of the board of the Bankers Trust Company and a director of the Equitable. Mr. Homans' father was a famous actuary who compiled the American experience table. Sheppard Homans graduated from Princeton and in his day was one of the notable football players. Eugene also graduated from the same university.

New L. O. M. A. Book

"The Life Office Management Association has published another text in the L. O. M. A. Institute series, "The Life Insurance Contract," by H. M. Horne, associate actuary Girard Life, and D. Bruce Mansfield, professor of law at Temple University Law School. This is the first book to be devoted entirely to life insurance law and the analysis of the life insurance policy contract. This entirely new approach will enable the many interested persons—home and branch office employees—agents, university students and lay students generally—to acquire a specialized, elementary, yet sufficiently comprehensive knowledge of the legal aspects of life insurance contracts, the announcement states. It will serve as the text for the insti-

tute's examination test. It contains 270 pages and sells for \$3.

Minor Rackets Exposed

As a warning to others in the life insurance business who may be similarly approached, Manager H. L. Taylor of the Mutual Life in New York City exposes a couple of minor rackets which he encountered recently.

"A rather anemic looking gentleman called on me, explaining that he had once worked in our home office but that he had contracted tuberculosis and had had to give up his work and was now a patient in one of the city hospitals," said Mr. Taylor. "He told me that two of the tuberculosis specialists were considering life insurance and that he, knowing me, by reputation, suggested my name. The doctors he named are well known and he furnished their office addresses, dates of birth, weight, and told me about each one.

"I thanked him and he went on to say that inasmuch as he had only one day a month free, would I give him enough money for a ticket to the ball game, amounting to \$2, which I did. The doctors were contacted later and I learned from them that the whole thing was a fake and that this man had been sending many agents on the same story.

"This morning my wife called me up from my home in Scarsdale and said that one of my agents had arrived at the house all out of breath hoping that he could catch me in time to get a lift into New York as he had just come over from Grasslands Hospital and wanted to get to town but had no money. Instead of giving him anything, she phoned me, thereby proving that she was smarter than I was. She asked him to speak to me on the telephone and I told him a few things I would rather not have repeated in print. Needless to say he left the house hurriedly. He had never been connected with the agency but had somehow managed to get enough information to tell a fairly convincing story."

W. E. Reeve Honored

In celebration of fifty years of outstanding service with the New York Life in New York City, W. E. Reeve was guest of honor at a luncheon attended by more than 100 associates, home office executives, and policyholders. R. E. Christie, supervisor, acted as host and master of ceremonies.

Mr. Reeve joined the New York Life when he was 14 as an office boy in the home office. Less than four years later he became a full-time agent, and during the past half century he paid for \$23,292,076 of life insurance, an average of \$465,841 a year over the 50 year period. Indicative of Mr. Reeve's ability is the fact that from 1928 to 1938, a period which included all the depression years, he wrote a total of \$6,694,111 of new business.

T. J. Styles presented to Mr. Reeves a gold wrist watch from all the members of the branch with which Mr. Reeve is connected.

Speeches were made by W. M. Beard, former mayor of Westfield, N. J., where Mr. Reeve has long been a resident; G. M. Lovelace, vice-president New York Life, A. H. Meyers, vice-president and treasurer New York Life; H. G. Gooding, an executive of the Johns-Manville Corporation; and by Dr. Charles Webster of Ithaca, N. Y.; Isaac S. Kibrick, Brockton, Mass., Alexander Dumas and Frederick G. Norton, prominent New York Life agents. A short pageant depicting Mr. Reeve's record was presented.

Get 'Em Examined

E. J. Wilson, production manager R. G. Engelsman agency, Penn Mutual Life, New York City, believes strongly in the medical examination as a means of finding out whether a prospect is worth bothering with. Mr. Wilson says

Midland Mutual Men See a Brighter Day

The Midland Mutual Life has sent to all its offices excerpts from letters of its general agents and agents in all directions indicating that life insurance sales are up at this time and the prospects are much better for the last weeks of the year. The letters are heartening and most of the writers see a definite trend for the better in their special localities.

that if you can't get him to consent to an examination by the second interview the man is really not a prospect. Willingness to be examined means that the prospect is willing to take some sort of action on what the agent is proposing. Since an extremely high percentage of cases examined can be placed, Mr. Wilson feels that reluctance to insist on the prospect's being examined means a great deal of time being wasted on people who are not really prospects at all.

Write \$2,210,000 Case

T. K. Carpenter and Willis McMartin of the McMillen agency of the Northwestern Mutual Life in New York City placed one of the biggest cases in recent years but their own agency, ironically enough, did not even get a sliver of the \$2,210,000 total. The reason was that both policyholders already had the limit in the Northwestern. The case was that of a man and his wife who wanted insurance for estate tax purposes.

Boston Trust Council Meets

The Boston Life Insurance & Trust Council held its first fall dinner meeting this week. An insurance clinic was conducted, headed by H. M. Andrews, vice-president Old Colony Trust Company, and Franklin W. Ganse, past presidents.

Savings Bank Hearing Nov. 15

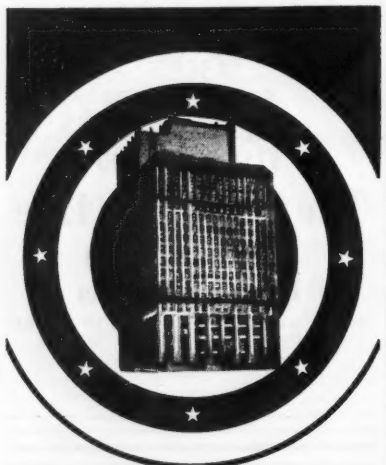
BOSTON—The special recess commission of the Massachusetts legislature appointed to study the proper limits for savings bank life insurance policies will hold its first hearing Nov. 15.

Graduate 10 from School

DES MOINES—Ten Bankers Life of Iowa salesmen from nine agencies in various sections of the country graduated from an advanced school at the home office.

Talks on Prospecting

F. T. Fenn, Jr., of the Thompson-Taintor agency of the Connecticut Mutual Life in Hartford spoke at an agency meeting of the John A. Ramsay agency in Newark on "Prospecting."



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OPPORTUNITIES
for good personal
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INSURANCE COMPANY
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SEPTEMBER
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of the company.

The **MIDWEST** Life
INSURANCE
COMPANY
LINCOLN, NEBRASKA

Sales Ideas and Suggestions

Unorganized Selling Like Hunting Bears with a Broom

NEW YORK—Agents who try to sell without the proper sales tools are like the mountaineer who, after a few drinks of day-old corn liquor, started out into the woods to hunt bears with a broom. G. M. Lovelace, vice-president New York Life, said in his speech before the New York League of Insurance Women.

Mr. Lovelace gave the keys to success in life insurance selling, which are summarized as follows:

1. Self-discipline. It is the outstanding characteristic of every successful life insurance man. Brains or ability will not take its place. This means that whatever you find it important to do, you do it even though it may not be at what you want to do.

2. Schedule your work. Plan your campaign a year in advance. Figure out how much in first year commissions you need and then determine how much insurance you need to write, making allowance for the fact that not all applications will be paid for. Study your last year's record to determine the number of each size policies you wrote and then see if you can't increase the number in each classification above the ones and twos. Organize small groups of your associates to work out ways to increase the average size of your application.

Improve Prospecting

3. Make prospecting a major operation. When you get into a slump the thing to do is drop everything for a few days and do prospecting. Too many prospects are called on when they are not really potential buyers. It is important to add two or three new prospects every day, and even if you have closed a case you should not feel you have done a first class day's work unless you have added a couple of prospects. Get 40 to 60 new prospects on whom you will work during the ensuing month and then select 20 to 25 of these for special concentrated work. When an agent sees other agents doing business and he or she is not, nine times out of ten the trouble is with prospecting. Get good testimonial letters. Every Monday open up three new cases that is, keep calling until you have seen three brand new prospects. Something like this is necessary or the week will go by and you will see only people whom you have previously seen.

4. Plan your interviews. It helps you sell yourself on the case, enabling you to be convinced that is what you would buy if you were in the prospect's place. It gives you confidence and poise. The life agent sells ideas. Better planning means better ideas which in turn means better sales.

Selling the Interview

5. Be prepared with definite plans that will help you get the interview. Write out in advance what you are going to say so you will have it clearly in mind. Use questions, as they get better attention than statements. Telling a prospect, "I'd like to figure out your cash values at age 65 on your policies," is nowhere near so good as asking him, "Have you any idea what your policies will be worth when you are 65?" Questions arouse curiosity particularly if they concern something the prospect is interested in, such as one of his children. The usual impulse is to answer a question unless it is too inquisitive. Sometimes it is good strategy to ask a question that you do not expect the prospect to answer, as this will get him

thinking about the point you want him to.

6. Use organized sales talks. Successful agents use them. They are valuable to maintain self-confidence and help in anticipating objections.

7. Closing. Closing should be done automatically or by rule, or it may not be done at all.

Mrs. Kathryn Ford, Mutual Life of New York, president of the league, presided. Dorothy S. Briggs, chairman of the program committee, introduced Mr. Lovelace. The next meeting will be Nov. 4 at 4:30 p. m., the topic being, "How to Build Prestige."

Four Essentials to Success Outlined by J. C. Anwyl

To command success in life insurance knowledge of four essentials is necessary, said James G. Anwyl, Buffalo manager of the Phoenix Mutual Life before the Pittsburgh Life Underwriters Association's sales congress. These essentials are "ability to determine where to go and whom to see, what to say and how to say it when we get there, how to program a man's insurance intelligently so that it will render a constructive service, and knowledge of taxes."

Although prospecting is an important part of the business, the best prospect in the world is of no value to the salesman who can't express himself intelligently after he gets in front of the prospect, said Mr. Anwyl. He cited the Curtis survey showing the public's

approval of life insurance but its unfavorable attitude towards agents. "The public will have respect for us as underwriters when we earn it. When you and I give as much thought to how intelligently we tell our story as we do the subject of what we know about life insurance, the public will change its attitude towards us, and that favorably."

Every agent should have a planned conversation covering the various needs which life insurance fulfills. These planned conversations should be rehearsed until they are spontaneous and natural, said Mr. Anwyl.

Selling Boss May Start Endless Chain of Sales

E. E. Besser, Jr., general agent for the Lincoln National Life in Chicago, has demonstrated that selling the president of a concern may often start an endless chain of sales in the organization. On Dec. 27, 1927, he sold the president of a company \$21,204 of insurance. At the time he had never sold any other members of the firm. Four years later he went back to solicit the president for additional insurance, also his associates and employees. Up to the present time he has written 52 policies on 23 persons in the company. Total amount of insurance is \$240,563, or an average of \$4,626 per person. Total first year premiums were \$8,573.41 or an average of \$35.64 per \$1,000. He has had only two lapses and two death claims. The majority of the policies, he states, were sold with the idea of supplementing benefits under the social security act. All except three policies were sold on the income plan. It pays to sell the boss first.

Let me assure you there never was and never will be but one key to success . . . WORK!

—Grant Taggart.

Sell Those with Surplus Income

Agents have been neglecting their responsibility to the self-supporting person who is able to put aside a surplus, declared Earl F. Colborn, Rochester, N. Y., general agent in a talk to the Cincinnati Life Underwriters Association on the "Underwriter, His Job and Obligation to Himself." Those with surplus income own far less life insurance than they can afford to pay. For such people the agent has the greatest message in the world and a guarantee no one else can give, a guarantee with respect to such things as food, shelter, and education.

All that is wrong with life insurance, Mr. Colborn said, is that agents have not sold enough of it to the public which wants to buy. The test of an institution is not the criticism of its enemies nor the praise of its friends, but the function it performs or the work it does for the individual and the community.

Underwriter's Obligation

The underwriter's obligation is to be an honorable man, to be a good citizen, to be a competent agent, to be a good producer of good business, to make a good living, to continue to seek larger success and a greater service.

Success in life insurance selling he said, is the result of three controlling factors. Production equals the number of interviews times the closing ratio times the average amount per sale, or the quantity of interviews times the quality times the caliber of prospects. Improved production is the product of more interviews times better interviews times better buyers, said Mr. Colborn.

Success depends upon an individual's concern (the desire of his emotions and the purpose of his intellect) to succeed

in the enterprise and his control of essential factors in the enterprise. Success is in direct ratio to the intensity and continuity of his concern. Agents such as Jack Lauer and C. Vivian Anderson qualify for the Million Dollar Round Table every year because they are ruthless in attaining their objective, said Mr. Colborn.

Plan Must Be Simple

To insure adequate technique for job control a plan must be simple, it must be organized, it must be humanized, and it must be energized, Mr. Colborn said. All work is done either by persons who are under order or under control. The successful agent must show a capacity to take and exercise control. The seven controls are: Efficient self management, energized work control, organized selling operations, organized prospecting technique, advance planning of sales effort, keeping of adequate records, and definite production goals.

Salesmanship, Mr. Colborn said, is the highest paid hard work in the world. Agents should get excited over the opportunities to sell life insurance.

Mr. Colborn divided people into two classes, irresponsible, including all gradations of the economic scale—those "who don't give a damn", and responsible, those who want freedom of action and believe that the ability to stand up on their own feet is the most precious thing in life. The latter group consists of those who are independent financially, the self-supporting who have not achieved financial independence—able to save from \$1 a week to \$500 or a \$1,000 a week—the field of the life insurance agent—the marginal self-supporting, and the dependent.

MANAGEMENT

Work Routine Needed, Harrison Tells Group

"Getting the Job Done" was the theme of William Harrison of Houston, Tex., agency manager Union Central Life, as guest speaker at joint meeting of the San Antonio Life Managers Club and San Antonio Association of Life Underwriters. This desire to do a good job, he said, ranges from wishful thinking to industrious intelligent effort to accomplish the end desired. He expressed opinion that it is not necessary for the agent to be noble to give service which will mean a good job.

The job to be done, he said, is a matter of individual standard. Getting the job done may mean writing of \$100,000 a year or \$1,000,000. A great difficulty in achieving the goal set is developing a work routine. Such a routine decreases the amount of work which the agent or manager must do, Mr. Harrison said. He quoted a leading agent who stated it required 40 years for him to learn to quit fighting himself. The time to develop a work routine, either for agent or manager, Mr. Harrison said, is neither when he is in a state of exaltation nor when he has recovered, but when he is on a plateau.

This routine should be worked out in small units. There is an unlimited amount of material on prospecting, he said, but something else other than prospecting is needed by the agent, not to undervalue prospecting plans and information. The agent may find a file of inspirational material a valuable aid when he is low, and a file of humorous material may be helpful when the agent tends to become too serious.

Mr. Harrison emphasized the need for careful development of a plan and the diligent following through of the plan. He stated that if bank employees worked as haphazardly as life insurance men they would find themselves without a position.

Consideration Is Given to Adequate Training Period

At a meeting of Life Agency Supervisors in Chicago recently the question was brought up as to what length of time constitutes an adequate period of training for new agents. When a census was taken of the 30 supervisors attending, it was found that only about three had received even two weeks training before entering actual selling. It was generally agreed, however, that the situation had changed somewhat since their entry into the business and that for agents to make a living today in a highly competitive field, much less achieve above average levels of production, they must receive a minimum of two weeks preparatory training. Many supervisors frowned upon a period even as short as this, placing the minimum at four weeks. The majority of those favoring two weeks minimum found that a serious inside training schedule had proven more successful than combining study with actual selling. Supervisors operating on the two weeks' plan had experimented by giving agents a rate book and sending them out on prospecting calls two or three afternoons a week. It was discovered, however, that with that little training new agents not only became discouraged but had little to show for their efforts. They were also unable to intelligently discuss the

prospect's needs and make the proper recommendations.

Those favoring a four weeks training period found that good results could be achieved by new men sent out into the field the third week after two weeks of intensive inside training. The third week the agent was entirely on his own. The fourth week prospecting was conducted under supervision with the aid of some more experienced member of the agency. This gave agents an opportunity to study the methods of more experienced men at close range. Agents were also assisted in closing any cases hanging fire from the third week of independent prospecting.

The question was also brought up as to the period of time required to determine whether an agent would prove a success or failure in the business. It was generally agreed that 90 days be set as a minimum as many agents get into production early while others are unable to develop an effective selling procedure until some time after entering the field. Many of the country's leaders, when first starting, have been slow in getting under way.

Talk on Agency Building

At a dinner meeting of the Life Insurance General Agents & Managers Association of Northern New Jersey, in Newark, John C. Elliott, general agent Penn Mutual Life, talked on "Agency Building."

Seattle Cashiers Elect

SEATTLE—The Life Agency Cashiers' Association of Seattle has elected officers. R. N. Latta, Lincoln National Life, is president; Harry Gladfelter, Equitable of Iowa, vice-president, and John Frederick, Reliance Life, secretary-treasurer.

Speaks to St. Louis Cashiers

R. W. Sinz, St. Louis manager of the Retail Credit Company, spoke to the St. Louis Cashiers' Association. He pointed out how cashiers can cooperate in making investigations. A survey is being made by the association on the methods used by various companies in conserving business.

Van Winkle Is Speaker

At a meeting of the Los Angeles Life Managers Club with 37 present, Kellogg Van Winkle, general agent Equitable Society, talked on "Recruiting and Training New Men for Insurance."

Colborn Speaks in Columbus

Earl F. Colborn, Rochester, N. Y. general agent Connecticut Mutual Life, spoke to the Life Managers & General Agents Association of Columbus, O.

Life Supervisors

NEWARK, N. J.—At the annual meeting of the Life Agency Supervisors Association of Northern New Jersey, Irvin N. Relay, agency organizer Mu-

tual Life of New York, was elected president. Other officers are: William Davies, supervisor, John C. Elliott agency, Penn Mutual Life, vice-president and John W. Wood, assistant manager, Prudential, secretary and treasurer. John Henderson, manager of the Rockefeller Center office of the Travelers, gave a talk on "The Recruiting of New Men."

He pointed out that in recruiting new men, all reasons should be given to the new men for joining the company as a life agent. "The more reasons you have," said the speaker, "the more young men you can get." He is also stated that programming was one of the best methods of prospecting, whether it be used by new or old men.

Big Drive to Sell Options Is Starting

(CONTINUED FROM PAGE 1)

is that first, policyholders outside New York state shall not be given a better break than those within the state, and second, that companies pursue no practice outside the state which would be considered unsound within the state. The latter point is based on the fact that unsound practices are of direct concern to New York policyholders, no matter if only followed outside New York. In the case of policy loan interest, however, it would certainly be difficult to argue that there would be anything unsound about charging the higher rate of interest outside New York state than in the state, or that doing so would discriminate against New York policyholders.

Changes Follow Same Pattern

In general, the changes follow the same pattern. In addition to the lowering of the interest rate, which is of course compulsory, the settlement option modifications involve the use of a 2½ percent interest guarantee except in the life income options, where the annuity rates are modified to bring them into line with the increased rates on regular annuities announced by many companies the middle of this year. Companies which have not differentiated between male and female annuitants under the life income option will probably do so.

The Prudential in addition to changing its policy loan rate and settlement option provisions is making a slight premium rate increase.

Roetz Is Independent Producer

Joseph Roetz, who was publicized as having completed 44 consecutive months on the honor roll of Old Line Life, Milwaukee, is an independent producer for that company, holding a direct contract. He was erroneously identified as being a supervisor in the home office general agency.

Advertising Not "Defense" Weapon

(CONTINUED FROM PAGE 1)

enabling the policyholder to see at a glance what his present insurance will do, and what his objectives would require in the way of additional insurance and what type of setup he can get for what he can afford to lay out. Mr. Kobak feels that this system represents a real advance in life insurance selling and is not one which will lose its value when the novelty of the mechanical device wears off.

Mr. Kobak gave his ideas on the general public relations problem in an address last year at the conference of the consumer and industrial marketing divisions of the American Management Association. At that time he pointed out that "public relations, publicity, and advertising are not in themselves the complete answer" to the sales problem, but that "they must fit in with the rest of your individual operations—the design of your product, product development, sales setup, distribution, finance, manufacturing, competition, and social, economic, or professional standards or limitations inherent in the business."

"Often right methods are used in publicity and public relations, but they fail because one branch of the business, neither knows nor cares what the other does," Mr. Kobak said. "Lack of co-ordination and balance in setting ideals and objectives and in the operation of the business will ruin the best public relations job. The top executives must first coordinate and give complete balance within their own organization before they can educate the public."

"Educate the public—that's become a catch phrase! And it's used too often by the very persons who don't believe the common people can think for themselves. You are the public, the common people to other businesses—do you need educating? The sooner we stop thinking of public relations as a job of mass hypnotism which will make the public think the way we want it to think, regardless of the facts of the case, the better for all of us."

"Business is constantly going through an 'election.' The public votes on products, just as people vote for their government, by buying products it believes are right and switching to others when sold on the idea that the others are right or those they have been buying are not what they want. Sometimes it seems to change products merely for the sake of variety, but basically that willingness to try something different is caused by discontent."

"Most of this talk of the need for public relations is directed to the big companies. And the bigger the companies, the better chance there is to get a good cross section of the public's desires and feelings by keeping in close touch with what the companies' employees want. In too many cases the employee is the forgotten man—not forgotten when it comes to planning labor policies, but forgotten when sales policies are being lined up. The average employee has a stake in his business. His job is all-important to him, and confidence and a sense of security in that job make him a very interested party. The average employee, in spite of seeming contradictions of the present labor situation, does not want to run the company. But he does want to be sure that the executives run it right. In other words, he wants confidence in the executives who are running the organization."

"Let's put it this way: Each business has three problems; these three problems are interrelated. Solving one, or even two, will not bring true success to an enterprise. It's solving all three and keeping them in balance that is the juggler's job facing business executives today! The three problems are (1) product relations, (2) private relations, and (3) public relations. And before you attempt the legerdemain of balancing all

C. L. U.

Peoria Class Elects

Frank J. Manning, general agent Metropolitan Life, has been elected president of a C. L. U. study class sponsored by the Peoria, Ill., C. L. U. chapter. Hugh A. Shaw, Indianapolis Life, is vice-president, and V. J. Donna, broker, secretary-treasurer.

Champaign, Ill., Class

Members of the Champaign County Association of Life Underwriters have formed a C. L. U. class.

They plan to study through this year for Parts I and II of the C. L. U. course and to take the examinations in June. Prof. F. H. Beach of the College of Commerce, University of Illinois, has been engaged to have full charge of the work.

Meetings will be held for the present every other Thursday for a two hour recitation period.

The class has been opened to those life men of nearby cities who are interested in joining, and at the first meeting Danville and Mattoon had two and three representatives respectively present. In all there are 17 members enrolled. N. P. Blanchard, Security Mutual of New York, is chairman.

Class of 25 in Davenport

About 25 Davenport, Ia., agents comprise the study group that is meeting each Monday afternoon preparing for sections 1 and 2 of the C. L. U. examination. The meetings are held in the Davenport ordinary office of Prudential. C. C. Minard, Prudential, has charge for the first 10 weeks. S. W. Sanford, Prudential ordinary manager, will have charge for the following 10 weeks. Then Dick LeBuhn, Massachusetts Mutual, will run the course for five weeks and Ray Schmidt, Minnesota Mutual, will take over for five weeks.

Huebner Predicts Big Rise in C. L. U. Next Year

Increase of at least 25 percent next year in number of persons taking the C. L. U. examinations, due to greater cooperation of colleges and universities and to their receipt from life companies of a contributory fund for underwriting this educational effort, was forecast by Dr. S. S. Huebner, president American College of Life Underwriters, at the opening meeting of the Philadelphia Association of Life Underwriters. The Philadelphia chapter of C. L. U. took prominent part in the session, Emmett Murphy, president, presenting Dr. Huebner.

Philip F. Murray, association president, presented J. H. Reese, president National Chapter of C. L. U. Mr. Murray reported that on his 40th birthday recently he had paid for more than \$1,000,000.

Dr. Huebner gave credit for success of the C. L. U. movement to 93 life companies whose contributions eliminated the college's poverty. He said in the last year 1,150 persons took the C. L. U. examinations in practically every state, or 19 percent increase over the previous year. The C. L. U. degree holders number 1,534, and 1,732 have completed the examinations in part. The first "decade of examination" has passed, he said, and the college is now firmly established.

Philadelphia, he said, has 114 C. L. U. degree holders and 80 have completed the course in part. Enrollment at the University of Pennsylvania for the life insurance fundamentals and life insurance salesmanship courses has been the largest in history. Dr. Huebner presented C. L. U. diplomas to 11.

three, it's a good idea to learn to keep the first two going smoothly."



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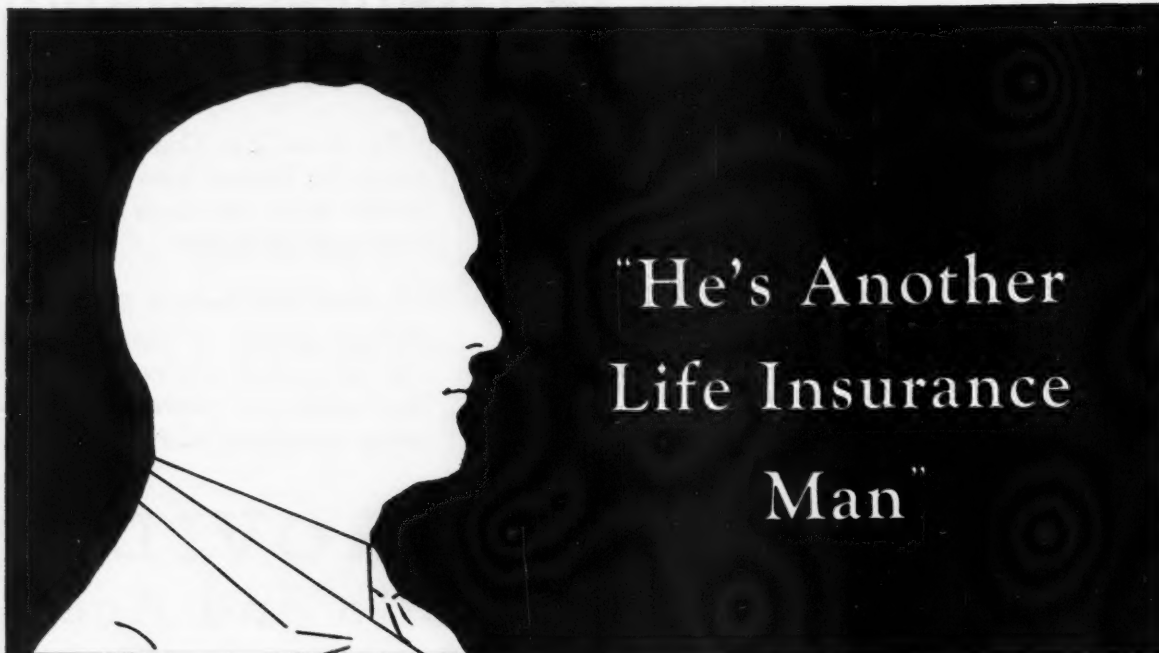
Some one has pointed out that our life on this earth, in comparison with time, is very brief. We come to realize that there is much to do and little time in which to do it. Many men die with plans uncompleted, and many others are prevented by physical impairment from working out their plans. Life insurance, therefore, has become a great reliance, for it underwrites a man's future — his greatest gamble. He can have the highest ambitions, the best intentions, and lay what he considers fool-proof plans, but death or disability can destroy them with one stroke. Unless he is unusually wealthy he *must* rely upon life insurance.

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If *that's* all the prospect knows about him— what chance has he to make a sale?

HE MAY BE a good sincere underwriter—know how to arrange life insurance programs to the best possible advantage of the client. But if, in the mind of this prospect, he's just another life insurance man—he's sunk.

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THE ESTATE-O-GRAPH can't give you ability. It *can* give you prestige—and sales if you have the ability to back up this prestige.

Here's how hundreds of life underwriters are building prestige for themselves in a dignified manner and without a lot of expense.

They send copies of this unusual pictorial to a selected list of prospects. THE ESTATE-O-GRAPH acts as their advance agent. It builds them up with prospects. It interests the prospect because it pictures his problems. It makes the prospect acutely conscious of these problems. And it builds the underwriter up as the man who can help these prospects solve their problems.

The beauty of this plan is that you can concentrate on a small list of logical prospects, follow up your mailings, sell these prospects and then gradually broaden your sphere of activity. You advertise as you sell, by selecting logical prospects and concentrating on them.

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THE ESTATE-O-GRAPH is a monthly pictorial visualizing the benefits of life insurance for the man who buys it. Each

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It is *your* publication. Your individual imprint is carried on both the front and back pages. It can carry your picture on one of the covers if you wish. Except in the larger cities, it is sold on the exclusive basis.

THE ESTATE-O-GRAPH is printed in rotogravure. It is an attractive and impressive looking magazine, the kind you want to represent you with prospects.

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This portfolio contains samples of 12 different issues of THE ESTATE-O-GRAPH and information regarding the service. It shows you how the service is being used by other underwriters. With the sample copies you can test the picture appeal by using them in personal solicitation and noting the results.

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